

LET'S SELL

ICE CREAM

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LET'S SELL ICE CREAM

By

GEORGE W. HENNERICH

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TAKE ENOUGH ICE CREAM

CHERRY VANILLA ICE CREAM

THE SALES AND PROFITS BUILDER
Ice Cream Merchandiser

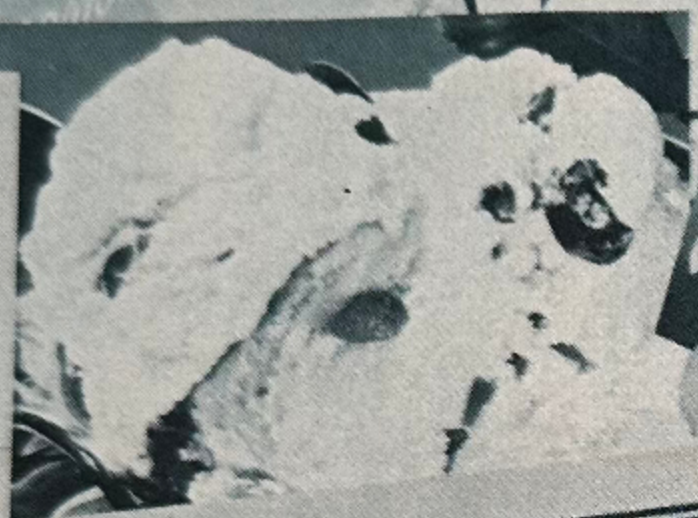
THE SALES AND PROFITS BUILDER
Ice Cream Merchandiser

PACKAGED ICE CREAM
Salesbuilder

Ice Cream Merchandiser



JACKIE and JANE
LEARN THE
STORY OF
ICE CREAM



Inventory and Control
for soda fountains

TAKE HOME ENOUGH
CHERRY VANILLA
ICE CREAM

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ICE CREAM
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TAKE HOME ENOUGH



Merchandising is accepted today as an essential factor in a successful sales program. In this book "Let's Sell Ice Cream" we have assembled a wealth of material on the merchandising of Ice Cream. Since much of the product's acceptance at point of sale depends upon the person who presents it and the surroundings in which it is offered we have included necessary information on cleanliness and sanitation, service routines and suggestions for selling, as well as an outstanding collection of formulas for the various types of Ice Cream services and combinations.

Since sales of Ice Cream in cabinet stores, particularly in grocery and supermarket outlets have become a real factor in Ice Cream sales, a section is devoted to this type of Ice Cream selling. This is the first time that such emphasis has been placed on the merchandising of Ice Cream through the food store and we hope that the ideas expressed will prove of value in stimulating this type of selling.

Merchandising moves products toward people and people toward products, so that sales increase. This volume can, we believe, add to the merchandising knowledge and power of those who present Ice Cream. Its aim is its title—"Let's Sell Ice Cream".

foreword

To know what you are selling—how to do it—who to sell to—and what profit you may expect—all these make up the pattern of business.

We have endeavored to present this information in simple logical fashion so as to be usable as well as interesting and informative.

As in any food, there is romance in the beginnings of Ice Cream—there is the intricate business of its manufacture and distribution—and the versatility of its uses in serving the public, and so we start our book with Ice Cream, the product, and some of the stories of its beginnings.

Then comes the building of the Ice Cream dishes and drinks themselves with a wealth of illustrated formulas for all types and kinds of sundaes, Ice Cream sodas, milk drinks, and the various other classifications which go to make up the menu for the modern Soda Fountain. Included too, is a well illustrated Luncheonette section, since this is an adjunct to many soda fountain operations.

In conducting business at the retail store, the art of winning customers and influencing sales is important in developing volume business. Hence we devote a section to merchandising—the art of suggesting, presenting and promoting—to the betterment of business.

Another section is concerned with the actual explanation of how to develop routines, and perform services which make the Soda Fountain and Ice Cream department into an efficiently operating unit.

Management, too, has its place in our pages—with ideas for store renovation, department placement, decoration, as well as cost information to help develop a sound pricing policy.

This is your book. It is indexed by subjects and arranged by divisions for your ease in locating the information you wish.

G. W. Hennerich.

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THE HISTORY OF ICE CREAM...

A PROCESS OF EVOLUTION

Ice Cream was not invented, but undoubtedly evolved from the chilled wines, and other iced beverages and foods that graced the tables of potentates of antiquity, and the water ices that were popular in the early medieval period. In the fourth century before Christ, Alexander the Great is reported to have been fond of iced drinks, one of which, the Macedoine, is still named after him. The Roman emperor, Nero, who lived and ruled, in the first century A.D., sent fleet slaves to the mountains to bring snow and ice to cool and perhaps freeze the fruit drinks that he favored.

When Marco Polo returned from his famous journey to the Orient at the end of the thirteenth century, he brought back a recipe for making water ices, which was said to have been in use in Asia for thousands of years. These water ices became popular in Venice and throughout Italy, and it is possible that milk and cream were also mixed with other ingredients and were served as frozen desserts. From water ices to cream ices was a logical step, but history is silent as to who first took the progressive step. According to one writer Bernard Buontalenti (1536-1608), an Italian architect, was the first to manufacture frozen drinks and desserts, but they were not well received.

The vogue for water ices was established in France when Catherine de Medici, of the celebrated Florentine family, married Henry II in 1533 and brought a staff of her own cooks to Paris. Her son, Henry III, was also addicted to these delicacies and is said to have consumed them daily. In the next century in France, Ice Cream apparently had come into its own, for it is narrated of a court dinner given by Louis XIV that, "Toward the end of the feast, his chef (Vatel) caused to be placed before each guest, in silver gilt cups, what was apparently a freshly laid egg, colored like those of Easter, but before the company had time to recover from their surprise at such a novelty at dessert, they discovered that the supposed eggs were a delicious sweet-meat, cold, and compact as marble."

A state banquet given by Charles I of England some 300 years ago was made memorable by the appearance of a new and unique dish. The king's French chef had concocted a frozen dessert, or cream ice, which the assembled gourmets received and consumed with delight. Charles was so pleased with this culinary masterpiece that he summoned the cook, bade him hold the recipe forever a secret, and pensioned him with 500 pounds a year, so that the delicacy would be reserved for the exclusive use of the royal table.

FIRST APPEARANCE IN AMERICA

Ice Cream, like so many other things was brought across the Atlantic by our colonial forefathers. Searching into some personal letters of this day, we find one written in 1700 by a guest of Governor Bladen of Maryland who said, "... we had a dessert no less Curious; among the Rarities of which it was Compos'd, was some fine Ice Cream which, with the Strawberries and Milk, eat Most Deliciously."

At a festive banquet given in 1774 by the Duc de Chartres in Paris, Ice Cream was served to guests. The frozen dessert was decorated with the ducal coat of arms, skillfully carved in the cream itself. The same year, 1774, is also notable for the first public recorded mention of Ice Cream in America. A caterer named Philip Lenzi announced in a New York newspaper that he had just arrived from London and was prepared to supply to the gentry various confections, including Ice Cream. Caterers and chefs of this era sometimes prepared Ice Cream for a limited clientele, usually on special order.

Lenzi inserted other advertisements in the local press in order to call attention to his luscious wares. In the New York Gazette-Mercury for May 19, 1777, he thanked his customers for their valued patronage, told of his removal to Hanover Square, and stated quaintly, "May be had almost every day, Ice Cream." In the issue of November 24, 1777, Lenzi offered to his clients, "Ice Cream of what sort they will please to order."

President Washington was known as a man of discriminating tastes. He took his liking for Ice Cream to his home, Mount Vernon, where he kept "two pewter Ice Cream pots." It is also said that Washington bought "a Cream Machine for Making Ice" when he was in Philadelphia attending a meeting of the Society of the Cincinnati. Sitting on the banks of the Potomac River, looking out over the rolling greens of Mount Vernon, and eating Ice Cream was apparently a pleasant occupation in the private life of our first President.

Other famous men who were responsible for founding our country and conquering our frontiers depended on Ice Cream to lighten the burdens of state and war. General Wayne, hero of the Battle of Fallen Timbers, describes a dinner he and his officers enjoyed at Greenville, Ohio, after returning from a campaign in the West.

"Officers waiting only long enough to wash away travel stains, sat at a table to dine sumptuously on roast venison, beef, boiled mutton, duck, raccoon, o'possum, mince and apple pies, plum cake, floating island, and to cap the jubilation, dishes of Ice Cream, a dainty which the Army had not seen since it left the East."

Dolly Madison, wife of our fourth president, is generally credited with having introduced Ice Cream at a White House Reception. "Last night," says a contemporary account of one of Mrs. Madison's famous dinners, "I was bid by our president to the White House, and it was a most unusual affair. Mrs. Madison always entertains with grace and charm, but last night there was a sparkle in her eyes that set astir an air of expectancy among her guests. When finally the brilliant assemblage—America's best—entered the dining room, they beheld a table

set with French china and English silver, laden with good things to eat, and in the center, high on a silver platter, a large, shining dome of pink Ice Cream." As a climax to Madison's second inaugural ball in 1812, Ice Cream made of cream from the Madison dairy at Montpelier and strawberries from Dolly's garden was the piece de resistance.

A negro cook named Augustus Jackson, who had learned how to prepare Ice Creams while employed in the White House, set up a retail business for himself in Philadelphia in 1832.

In 1830 Fredrich Goetz, a confectioner of Ilmenau, Germany, wrote a technical treatise on "The Art of Ice Cream Making," which is possibly the first book of this nature. In America the earliest work on the subject apparently was a book entitled "Ice Cream and Cakes," published by Scribners in 1883. The author was given merely as "An Amercian." Another author who mentioned Ice Cream was Thackeray, who related in "Vanity Fair," published in 1847, that Becky Sharp regarded Ice Cream as a luxury while on her honeymoon.

INVENTION FURTHERS PROGRESS OF ICE CREAM

While Ice Cream had won its place at an early date in the history of our country, it still was a rare dish, partly because it was so difficult to manufacture. Some of this difficulty was overcome when salt was combined with ice to lower the freezing temperature. When Dolly Madison's servants made the Ice Cream served at the inaugural ball, they had to beat it by hand and shake it up and down in a pan of salt and ice. This was called the "pot freezer" method of making Ice Cream.

WOMAN INVENTS FIRST FREEZER

The first improvement in the manufacture of Ice Cream was given to us by a woman, Nancy Johnson, who in 1846 invented the hand-cranked freezer. This device is still familiar to many of our grandparents, who as boys and girls turned the freezer handle by the hour. By so doing they agitated a container of Ice Cream mix in a bed of salt and ice until the mix was frozen. As a reward for their labors they received liberal portions of Ice Cream before it reached the table. Freezers of this type are still to be found in some communities, where they are used in much the same manner as they were a century ago. Because Nancy Johnson lacked the foresight to have her invention patented, her name does not appear on the patent records. A similar type of freezer was, however, patented on May 30, 1848, by a Mr. Young.

As with many good things, this hand-cranked freezer was imitated and "improved" and many other patents were issued for this general type of freezer.

WHOLESALE ICE CREAM BUSINESS

The father of the wholesale Ice Cream business in the United States was Jacob Fussell, a milk dealer of Baltimore, who began to manufacture Ice Cream in that city in 1851. The business was so successful that he opened additional wholesale plants in Washington, D. C., in 1856, in Boston in 1862, and in New York in 1864. James Madison Horton started The Horton Ice Cream Company in New York City about this time.

This new enterprise was in sharp contrast to the first small retail establishments where Ice Cream was made and sold on the premises.

With the westward migration of pioneers and the development of large western cities, a demand for Ice Cream sprang up. Perry Brazelton, who learned the Ice Cream industry from Jacob Fussell, opened a plant in St. Louis in 1858. Later this same enterprising gentleman established two more plants, one in Chicago and one in Cincinnati.

As late as 1890 Ice Cream was manufactured commercially by the hand-cranked freezer method. In a reminiscent mood, F. D. Hutchinson, one of Iowa's pioneer Ice Cream manufacturers says, "I remember that on the Fourth of July in 1890 we shipped out 300 gallons of Ice Cream—all frozen by hand." What a tedious chore that must have been!

NEW METHODS SPEED PRODUCTION

First steam power and then the advent of electricity helped to reduce the wearisome task of turning the handle of a mechanical freezer. Through the use of electrical motors, larger quantities of Ice Cream could be manufactured with less effort.

Another invention which aided in the shipping and storing of Ice Cream was mechanical refrigeration. The prin-

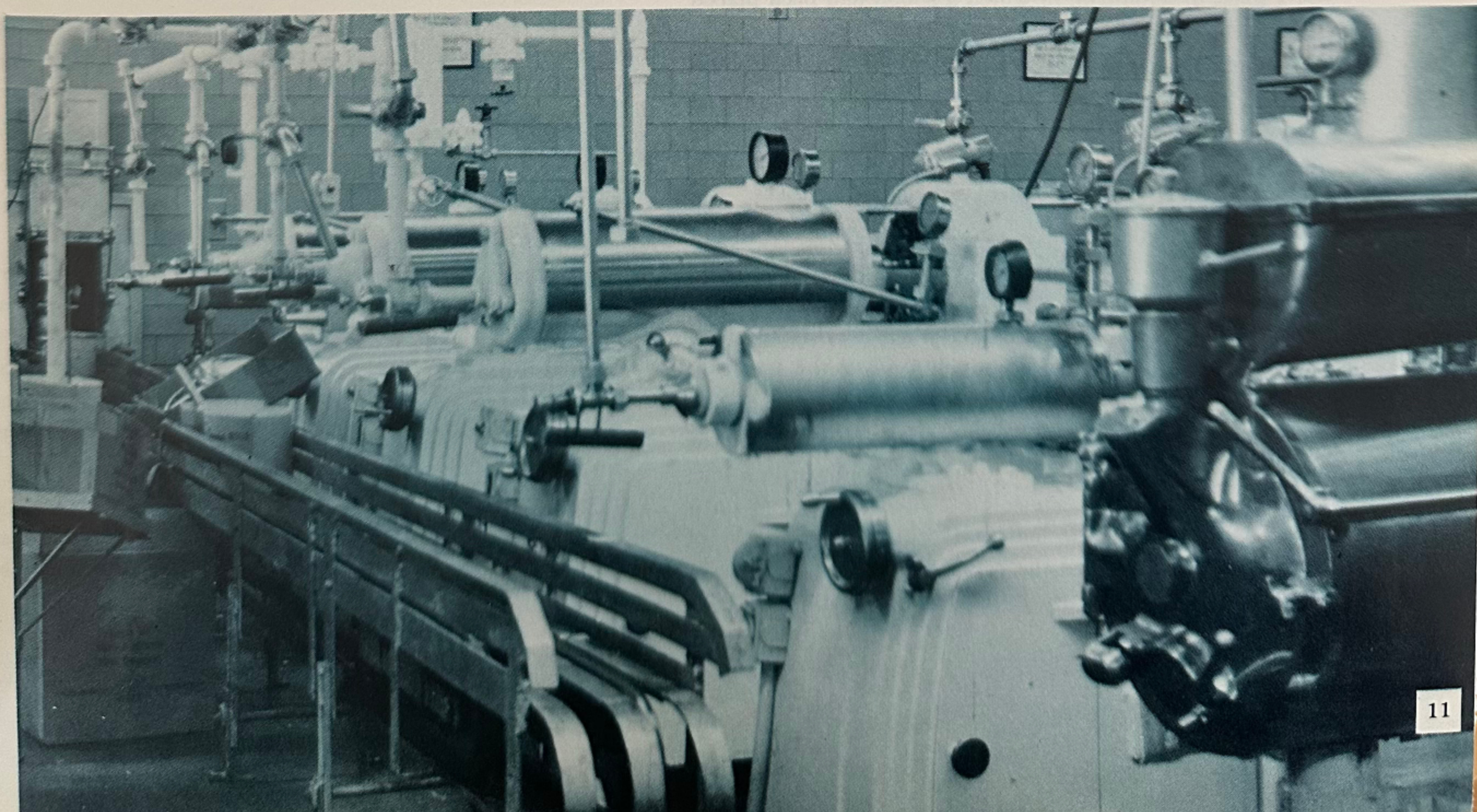
ciples of refrigeration used in commercial plants are familiar to all of us. Like refrigerators used in the home, commercial refrigerators are cooled by compression and expansion of gases.

These two inventions made Ice Cream available to more people. Scientists and technicians carried on experiments to speed up the process of freezing the Ice Cream mix. The basic solution to their problem came when they applied the above principle of refrigeration to the anvil based batch freezer, invented by Mr. H. H. Miller. This freezer had the added feature of being turned over on its side. Around the freezing unit was a brine drum in which cold brine was circulated. Later the direct expansion method replaced the brine refrigerant.

About 1927 the first commercially-successful continuous process freezer was installed. This freezer, developed by Clarence Vogt, and the Creamery Package Freezer, introduced about the same time, have allowed the Ice Cream industry to become a mass producer of its product. Until this time, Ice Cream had been made a batch at a time, a slow process at best. Now, with the continuous process freezer, the Ice Cream mix is put in one end of the machine and comes out the other—Ice Cream.

How does this magical machine work? It is very simple. Its vital part is a nickel tube 36 inches long and 4 to 8 inches in diameter. The Ice Cream mix is put in one end of a tube which is a cylinder with a scraper. From here it is pumped through the tube under pressure. The walls of this tube are double, forming a jacket, in which a refrigerant is expanded. This refrigerant keeps the inside wall of the large tube very cold. The minute the liquid Ice Cream mix strikes this wall, it freezes.

Now the process is speeded up even more—the Ice Cream shoots through the machine in seconds. This development came only after long experimentation in creating exceedingly low temperatures. Most of the large Ice Cream plants now use this new "instantaneous" method of making Ice Cream.



ICE CREAM FORMS

The Ice Cream cone is the proud possessor of a "past"—a history that goes back to 1904. The Ice Cream cone you enjoy today originated then.

First presented at the St. Louis World's Fair, the cone has become the most popular individual serving of Ice Cream. It has remained a favorite to this date, when as many as two billion, five hundred million cones are sold in a year.

Remember the Eskimo pie, a bar of Ice Cream dipped in chocolate? The first Eskimo pie was made in 1922 and in recent years has been changed a little by the addition of a small, flat wooden stick. The stick was frozen in the bar to provide a handle.

Ice Cream cakes, pies, and novelty forms are popular fancy items for parties. The original molds in which novelty forms of Ice Cream were frozen came from Germany. Now we can have everything from an Ice Cream turkey for Thanksgiving to a pink heart for Valentine's Day, or a Santa Clause at Christmas time. An Ice Cream cake that has "Happy Birthday" lettered on it can also be made. Dainty flowers and leaves of Ice Cream are widely used for debutante parties and wedding receptions.

New packaging equipment in the Ice Cream plants now fills various size packages and cups at lightning-like speeds. They are attached directly to the continuous freezer; accurately and in sanitary manner sending pre-packaged Ice Cream on its way to your favorite drug, dairy or food store for consumption in your home.

About 25 years ago, a man named Epperson, a concessionaire at an amusement park in Oakland, California, was visiting friends in New Jersey. In the evening he set a glass of lemonade in which a spoon had been placed on his open window sill. He forgot the mixture until morning when he discovered it had frozen solidly. He carried the frozen glass by the spoon handle to hold it under a cold water tap. The water defrosted the glass and the molded lemonade slipped out of the container in solid form. He promptly named the product "Epsicle." Eventually it became the "Popsicle."

Simultaneously, Mr. Burt, of Youngstown, Ohio, conceived the idea of putting sticks in individually cut slabs of Ice Cream. He developed a patent on his product. Later, the Joe Lowe Corporation took over the licensing of both the Epperson and Burt patents.

The outgrowth of this activity was the development of many new forms of products including the Twin Popsicle, Fudgsicle, Creamsicle, chocolate coated Ice Cream on a stick and others. New machines which are marvels of modern efficiency speed the complete production of these new products.



As to the origin of the Sundae, there are still conflicting claims. We have on file a story written in 1926 which claims that a certain "Jim Porter" who ran a drug store near Pittsburgh, Pennsylvania, coined the word "sundae," spelling it "ae" to overcome the objections of a pious lady who didn't like the Sabbath linked with the soda fountain! There is another story that a certain Edwin Green in Wisconsin started the sundae, probably around the end of the 19th century.

Another story appears in a letter of Richard Lloyd Jones as quoted by William Lyon Phelps in "Autobiography With Letters". (Oxford-University Press).

"A humorous revelation is brought out concerning the sundae. The town fathers of Evanston, Illinois, in the latter part of the 19th century, passed an ordinance prohibiting the retailing of Ice Cream sodas on Sunday.

"Some ingenious confectioners and drug store operators obeying the law, served Ice Cream with syrup of your choice, without the soda, thereby complying with the law. They did not serve Ice Cream sodas. They served sodas without soda on Sunday. This sodaless soda was the Sunday soda. It proved palatable and popular, and orders for Sundays began to cross the counters on Mondays.

"Objection then was made to christening a dish after the Sabbath. So the spelling of the word 'Sunday' was changed. It became an established dish and an established word 'sundae'."



THE ICE CREAM SODA

Accounts differ as to the introduction and use of soda water with fruit flavors in this country. One account states that Elie Magloire Durand, an emigre from France during the very early part of the 19th century (around 1817), landed in Philadelphia, and after some time took a lease on a building at 6th and Chestnut Streets in that city; went to France for equipment; and returned to this country about April, 1825. It was he who first flavored soda water with fruit juices to make it more palatable,

THE PRODUCT . . .

What about the product Ice Cream itself, and the care, thought and ingenuity which go into its makeup? The manufacture of Ice Cream has moved from the kitchen of the catering shop into well-built, efficiently planned commercial plants in which the manufacture of Ice

soda water at that time being quite a favorite prescription of the physicians of the day.

Those sources which we have been able to obtain, indicate that the Semi-Centennial Celebration at Franklin Institute, Philadelphia, 1874, was the first public demonstration of the Ice Cream soda, in which Ice Cream was added to the fruit flavored soda water previously mentioned. At that time it is believed that a commercial soda fountain was also introduced to the public. These early soda fountains were relatively small in size and offered much less in soda making equipment than even the later rather inadequate fountains in use at the turn of the century.

Another account reports that Mr. Robert M. Green, a manufacturer of soda water in Philadelphia, first introduced the Ice Cream soda at the Franklin Institute Celebration. Still another story has it that Mr. Fred Sanders of Detroit, Michigan, in 1875 substituted Ice Cream in sodas for sweet cream when the latter had soured on an especially hot day.

Another source mentions that Mr. Joseph Anton Enper concocted the first Ice Cream soda in Denison, Texas, in 1870.

There are other and somewhat conflicting claims, but it certainly is true that around the time of the Sesquicentennial, the Ice Cream soda became at least a recognizable item, commercially produced, for the American public, and has been growing in popularity ever since.



Cream is the main business. There are three general divisions of the plant:

1. The receiving room and the storage department.
2. The production and freezing department.
3. The hardening department.

THE RECEIVING ROOM

Because Ice Cream is made principally from dairy products, all of which are perishable, great care is taken in the reception and holding of the dairy products themselves. The milk comes to the plant in refrigerated trucks and is immediately placed in cooler boxes or large chilled tanks. Cream as purchased comes also in refrigerated trucks or cars and is immediately transported to a refrigerator in the receiving end of the plant where it remains until it is ready to be made up into the mix which will eventually be Ice Cream. Milk, cream and other dairy products, make up about 80% of the composition of Ice Cream.

Sugar, fresh fruits, preserved fruits, flavoring, nuts, etc., also enter into the composition of many Ice Creams. These, of course, are shipped into the plant and are kept under proper storage conditions until ready to be used. Dry storage is provided for sugar and for various other ingredients which may not require refrigeration.

The laboratory or research division of the Ice Cream company not only maintains rigid supervision over the storage rooms but also tests the ingredients to insure the freshness and purity so necessary in Ice Cream. For example, the dairy products are tested as to bacteria count and the butter fat content for which they were bought and to assure the correct amount required in the Ice Cream formula; fresh fruits must be free from mold, ripe but not over-ripe, etc.

Every precaution is taken by the modern Ice Cream plant to start with quality ingredients and from there proceed in a well organized fashion to produce Ice Cream which is sanitarily safe-guarded in every step of the manufacturing process and is finally delivered to the retail store—a delightful, delicious, safe, nutritious food.

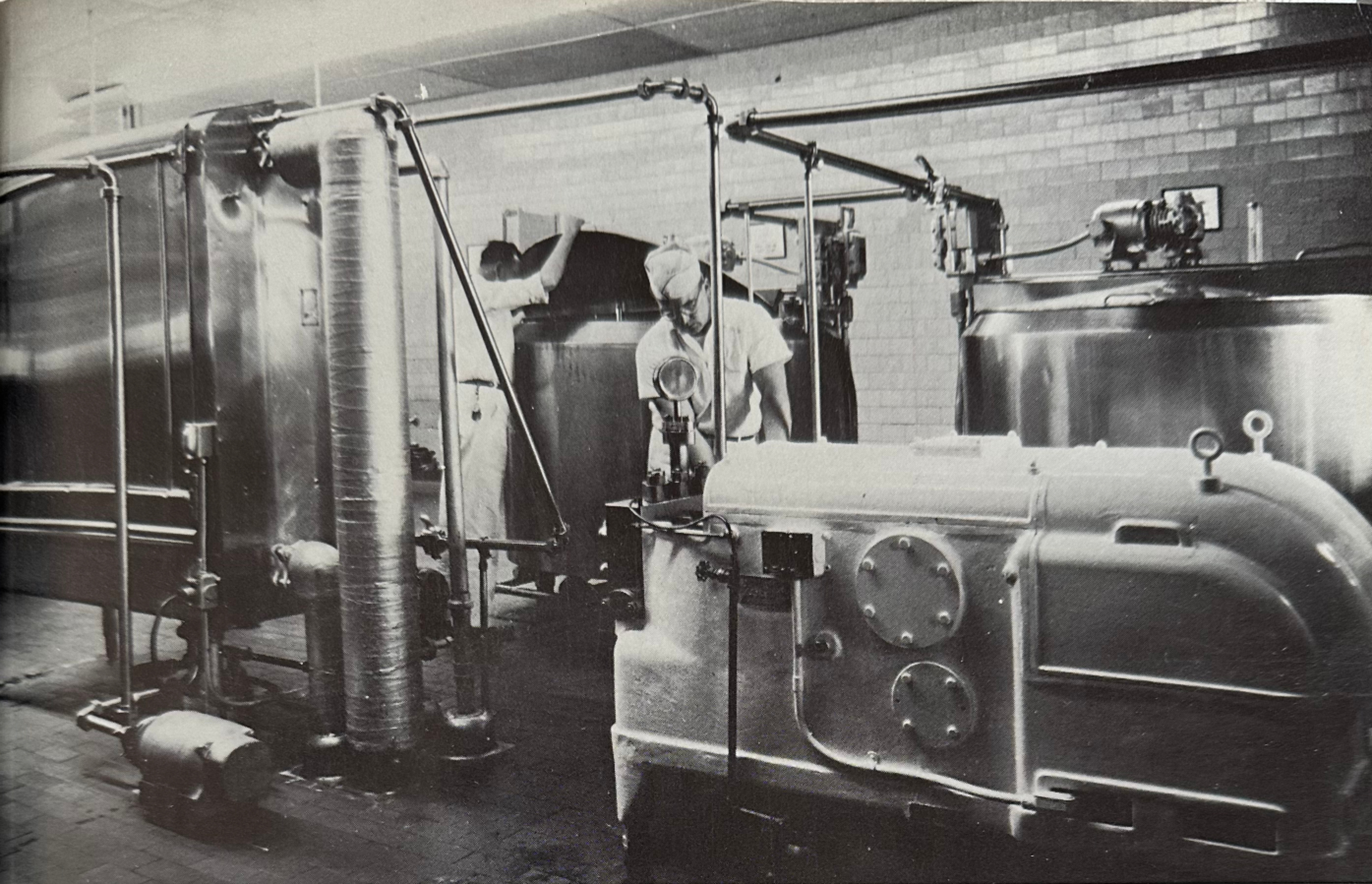
There are many formulas for making Ice Cream, just as there are many formulas in all commercial products.



THE PRODUCTION DEPARTMENT . . .

Each company has developed what it believes to be the best combination of ingredients for producing its particular brand of Ice Cream. In general Ice Cream formulas follow a definite pattern: Cream, milk and milk products are combined with sugar and flavor in a definite proportion, so as to produce an Ice Cream which when finished will comply with the laws under which the Ice Cream is being produced and be most popular in the market in which it is to be sold.

All ingredients for the Ice Cream mix are weighed accurately after having their composition determined



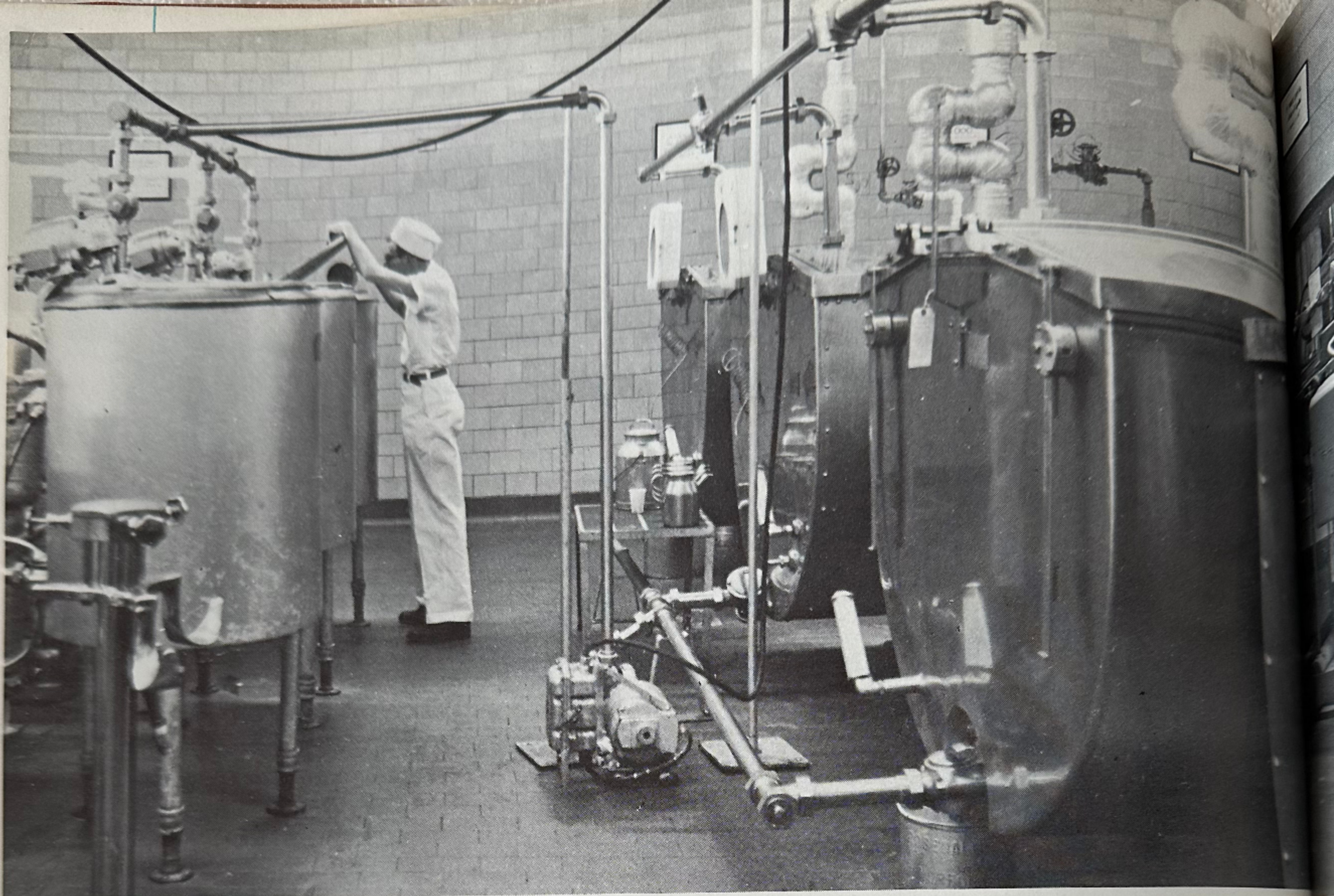
by laboratory test. The person who is in charge of the mix is given a certain formula to follow. He must provide the milk solids and butterfat from the raw materials which are available. The exact composition of the particular batch of cream, milk and other milk solids with which he is at that time concerned, are all carefully worked out by the production department—and he follows the formula by weight. From there the procedure is somewhat as follows:

Cream, milk and milk solids in the proportion required are weighed and poured into a large vat which is called the pasteurizer. Added to this are the number of pounds of sugar or other sweetening required for the formula and whatever stabilizer is in use—usually a small amount of pure food gelatin or a vegetable gum. This mixture is then heated in the vat to pasteurizing temperatures, being stirred by means of mechanically operated paddles. The mixture is pasteurized in accordance with plant procedure—usually at 145° for 30 minutes or “flash” pasteur-

ized to 165° - 170° for 30 seconds or so and then cooled. It is piped while still hot, by means of sanitary stainless steel piping through a machine known as the homogenizer. In this machine the mixture is forced through a narrow opening under heavy pressure to disburse the fat globules throughout the mix, and improve the texture of the Ice Cream. The globules thus disbursed will not clump during freezing—a cause of buttery texture in the finished Ice Cream.

From the homogenizer the mixture is piped again in sanitary stainless steel piping through the cooler and is rapidly chilled to a temperature of about 40° F. After passing over the refrigerated cooling coils, the mixture moves through other sanitary pipes into holding tanks which are kept at a low temperature until the mixture goes to the freezers. Chocolate and a few other flavors are usually added before the mixture is pasteurized. Fruits, nuts and candies are usually added at the freezer.

There are two types of Ice Cream freezers in commercial



use today. The first and older type is what is known as the batch freezer previously mentioned. Through a fruit hopper in the top of the freezer, fruits, nuts and other flavors of this type are added to the mixture after freezing has begun. When the freezing is completed in the batch freezer, the freezer is opened and the mixture, partially frozen, drops into the type of can or container in use at that plant. At this point, the Ice Cream is not frozen as you receive it at the soda fountain, but is only a partially frozen mixture and must be put in a very cold hardening room to chill rapidly.

The other type of freezer in common commercial use is what is known as the instant or continuous freezer described before. Fruits, nuts, etc., are added at the freezer. Forcing the mix through so rapidly and under such pressure tends to produce a very smooth textured, fine grained Ice Cream.

Air, which is incorporated into it during the freezing in either type freezer helps produce the texture which permits Ice Cream to be eaten at its customary low temperature. Without the air it would be a soggy, solid

WE GET ICE CREAM...

mass, but fortunately whipping has been recognized as an essential part of Ice Cream freezing and therefore we have the characteristically pleasing texture that makes Ice Cream.

After being drawn from the freezer, unless it is being packed into small units, like pints, quarts or cups, the Ice Cream is put in cans of one, two and a half gallons, five gallons—or the assortment of sizes required by that manufacturer—and hurried immediately to the hardening room. In the hardening room temperatures are maintained from 0° to -40° F. By means of air circulation through electric fans the Ice Cream is very quickly hardened. Rapid hardening also improves the texture of finished Ice Cream, as it keeps ice crystals small and prevents icy or grainy texture in the finished product.



ICE CREAM GOES TO THE STORE...

Ice Cream is kept at low temperatures until it is ready for delivery to the retail store. When it is to be sent out it is placed in refrigerated trucks, which carry it to the dealers' stores where it is transferred to the soda fountain cabinet or the cabinet unit in the store without the soda fountain. Since Ice Cream in the hardening room is definitely too hard for dipping or manipulation, it is tempered in the cabinet at the dealer's store to reach a proper dipping temperature. Range for dipping depends upon the composition of the Ice Cream and the particular flavor. Ice Creams with higher butter fat content or fruit, nut and similar Ice Creams are dipped at a somewhat different temperature than those with the lower butter fat content or plain flavors.

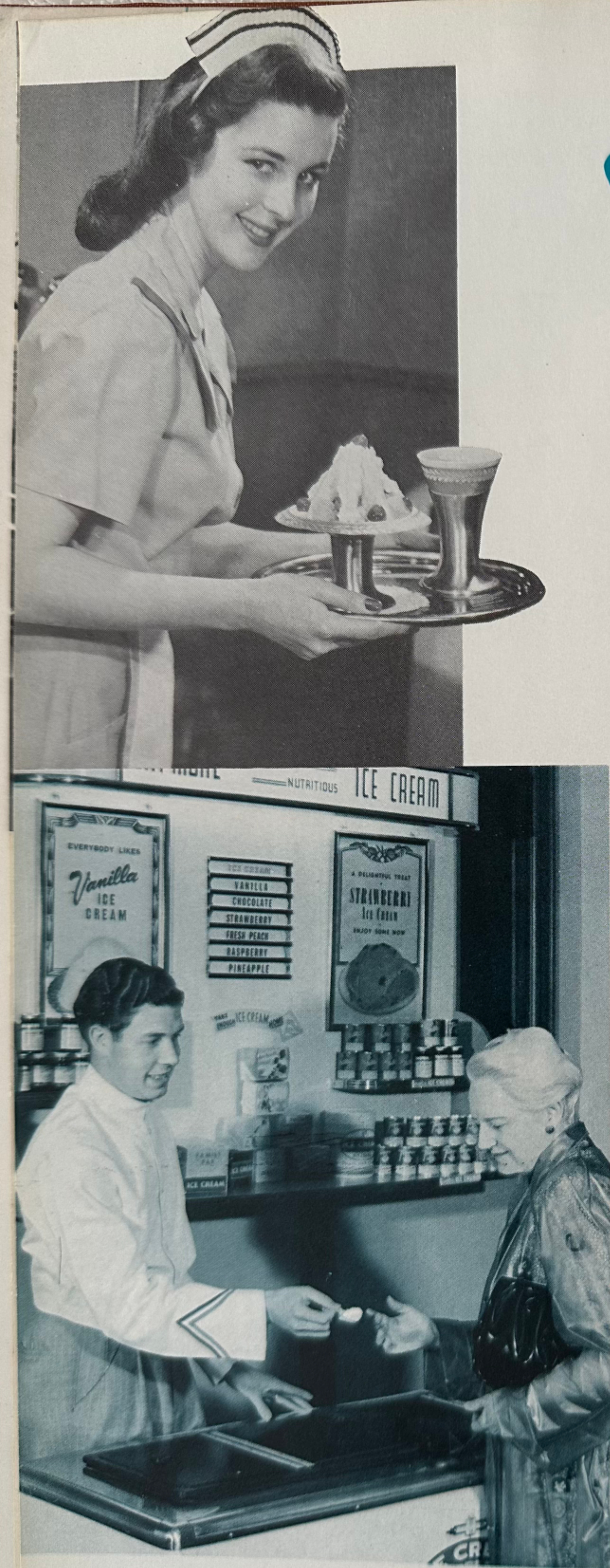


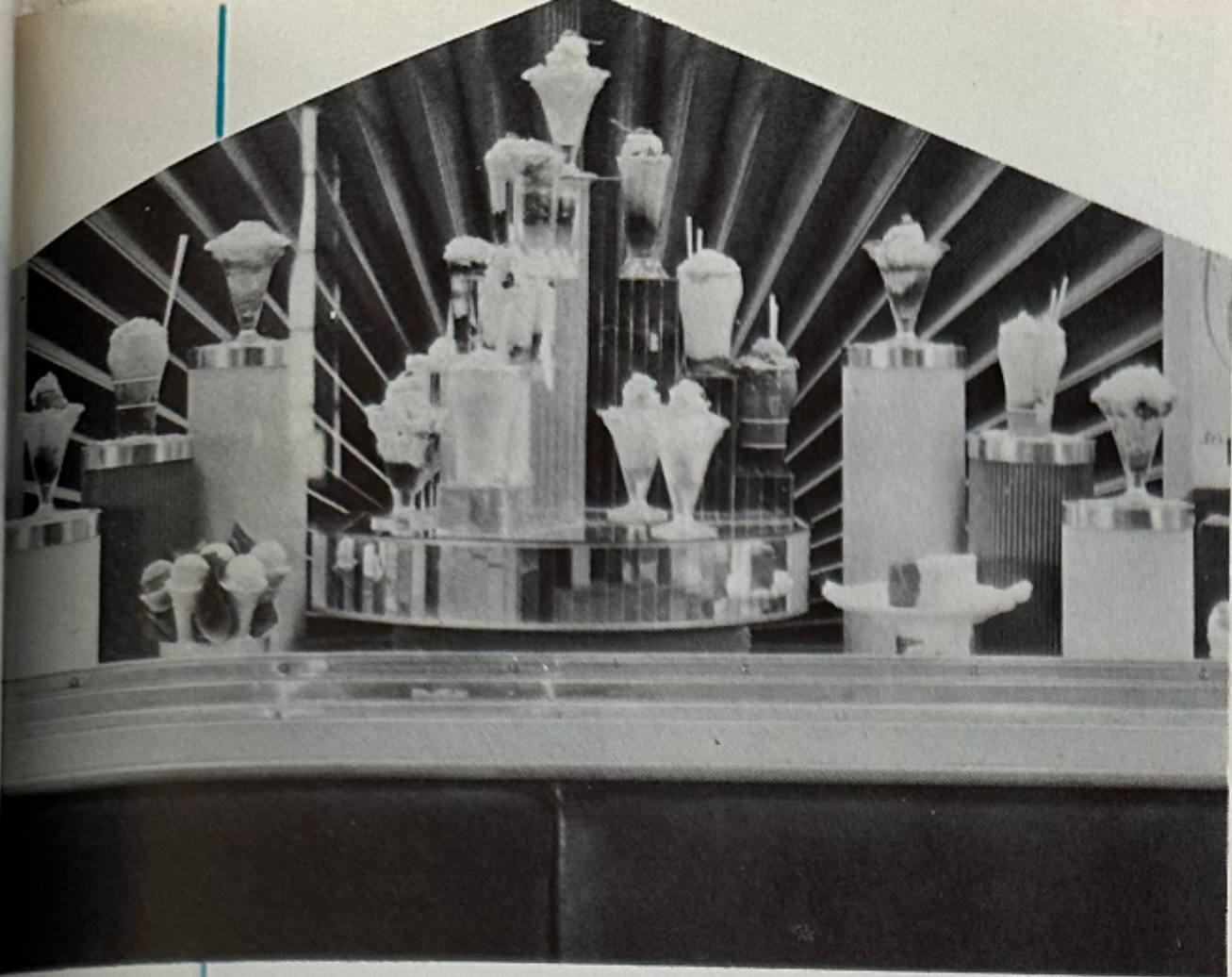
AND NOW TO THE CONSUMER . . .

This is the journey which cream and milk products take from the farm to the Ice Cream store. Now let us follow Ice Cream until it reaches the consumer. Ice Cream has come to be a part of American life in a way that few other foods have. This is probably due to several factors. The first, of course, is its delightful taste and texture and the cooling sensation which it imparts. There are other reasons, many of them, one of which is the versatile quality of Ice Cream as a soda fountain service. Ice Cream enters into many of the combinations of the soda fountain. It is the basis of the delicious milk shake which we all enjoy; it is a vital part of the tangy sparkling Ice Cream soda; it is the opportunity for the artist of sundae-making who brings forth his best toppings to glorify it. Ice Cream can be used on puddings, pies, cakes, doughnuts and many other similar foods to provide combinations delightful to many types and ages of customers. Yes, there are almost innumerable ways in which Ice Cream adds delight and enjoyment to the diet. Not only is Ice Cream useful and desirable as a combination food, but it in itself is a delightful, refreshing and nutritious dish.

The high percentage of dairy products which is the foundation of all Ice Cream, class this typical American food as a real member of the vital dairy family. The addition of sun ripened fruit or choice nut meats carefully selected, chocolate or vanilla alone or in combination are a few of many flavors which give variety and added food value to Ice Cream. Sugar adds energy as well as emphasizes the distinctive flavor and helps make the taste blend which has made Ice Cream America's Favorite.

The same minerals, vitamins and nutrients which make milk so necessary in the daily diet give Ice Cream importance as a strength promoting food, valuable for body building and health protection. Ice Cream is one of the most attractive forms in which to serve dairy products. Young or old, sick or well, people like it. Its ease of digestion and its taste appeal make it valuable in helping convalescents regain strength. Ice Cream also helps maintain glowing health in those who are well. Coaches include Ice Cream in training table menus and encourage its use. So good, and so good for you—truly an unbeatable combination. Yes, Ice Cream—a nutritious dairy food—is versatile, useful and delightful—a part of the American way of life.





LOOKING AROUND YOUR OWN BACK YARD . . .

Perhaps we might better have said "looking at your own front door," for that is your avenue of sales! The place by which customers come to buy, or which they pass by. Your success in getting them through your door, depends on how well you have been looking around your own back yard, sizing up what it holds which will bring back the customer whom you have invited to enter your store.

So many of us who have been conducting a business, or who have been selling merchandise, feel sometimes that what we are doing or have been doing, for the past many years is the best or only method of procedure.

Are we in our business today in the groove—or just in a rut? Times change, conditions alter—tastes, habits, and desires of the buying public shift from season to season—sometimes almost from day to day. Are we alert to the signals—ready to use the change of pace which keeps us the winning pitcher in the game of selling?

There is no one cure for all the ills or abuses or mistakes or errors committed in merchandising our products throughout this country and the rest of the world. We do believe, however, that we are in a position to offer suggestions which might be of benefit to you. That is, if you are willing to put them into practice, to experiment with them in your own respective communities, and your own retail establishments.

Today, according to experts, we are in a buyers' market. Well, what of it . . . all that means is, that people with money to spend are shopping around before they spend it. It doesn't mean you can't get your share . . . if you

tell the buyer what you have to sell, in a way to make him prefer that product, and prefer your store as the place to buy it.

The selling story to the public begins even before the customer enters the store. The store front, the display window, the sign above your door, these are the first attractions—the invitation for passing traffic to become store traffic.

Take a look at the front of your store; if you were a stranger walking by, would the store front, the display window, reach out and say, "Come in, please", and say it so well that you would decide "Brother, this is for me and I'm for it".

What does your sign say? Does it back up the invitation of your store front and window and add to the unspoken invitation to come in, purchase in a friendly atmosphere, the goods and services you offer?

But this is worse than useless, if you haven't created the right atmosphere in your store, to back up that invitation. The atmosphere of welcome—first of all—the atmosphere of clean fixtures and floors, shining serviceware, well arranged stock in proper place, and courteous, smiling friendly efficient store personnel.

Carved at the base of two symbolic figures at the entrance of the magnificent Archives Building in Washington are the legends "The Past Is Prologue" and "Study the Past". Yes, on the past we build the future. Take the experience of past years and as the prologue of hopes for increased sales. What happens in your stores today and tomorrow is decided by how well you have used those lessons, even mistakes to create the go ahead for current and future sales programs.

Ice Cream today in this country enjoys the greatest consumer acceptance in the history of the industry. More people are asking for Ice Cream more times at more places, and if you expect to cash in on this opportunity, you must believe in the potentials of increasing sales of Ice Cream over the retail counter. You must believe in the fundamentals of merchandising and selling. You must believe too in yourself, and in the personnel employed to carry on your policies.

Yes, you've got to believe in merchandising and you've got to believe in the products which you are offering to the consuming public.

We believe, that when a sale is made there are two factors involved. The *buyer* and the *seller*.

The transaction must be profitable to both people. It might be well therefore that we again take note of the definition of a customer:

A customer of ours is not dependent upon us—we are dependent upon him.

A customer is not an interruption of our work—he is the purpose of it.

We are not doing him a favor by serving him—he is doing us a favor by giving us the opportunity to do so.

A customer is not a rank outsider to our business—he is part of it, perhaps the most important part.

A customer is not a cold statistic—he is the flesh and blood human being with feelings and emotions like our own.

A customer is not someone to argue with or match wits against.

A customer is a person who brings us his wants. It is our job to handle them profitably to him and to ourselves. Ice Cream is being asked for more places and more times than ever before in the history of the industry. What an opportunity—what pride to know that you are associated with a product which receives such outstanding acceptance. This affection for Ice Cream, this appetite now created in millions of people, teased and stimulated by good high quality Ice Cream which you receive from your Ice Cream company, can grow and grow.

Yes, this is your opportunity. Let us not forget in business or otherwise, that when we accept opportunity, as stated so ably by Winston Churchill some years ago, we must also accept responsibility.

The responsibility first of trying to determine the desires, likes, dislikes, needs of our customers; the responsibility of accepting new ways of presenting our product; the responsibility of maintaining a high degree of sanitation; the recognition of the importance of personal hygiene for all food handlers; the responsibility of accepting the new ways of presenting and putting together the various Ice Cream combinations.

By following these principles you'll be able to merchandise in such a way as to satisfy your customers and you'll be able to present the product in a fashion to fill their needs, so that they will continue, and increase their preference for the product, *accented by your service.*

In any type of business which serves the public, one of the intangible but important costs is that of getting customers into the store. Store traffic determines sales and profits—side walk traffic determines your rent; customers have to come in to buy.

Any product or service therefore, which turns passing traffic into your store traffic—is important to you. If that product or service is good and customers like it, they come again and bring others, thus building the repeat sales so valuable for developing business and increasing profits.

The soda fountain or Ice Cream Department stands way out in front as an attraction to get customers into the store. For foot of space occupied and dollar invested it returns a greater percentage of profit on investment than any department in the retail store.



In addition nearly one-third of soda fountain customers buy at some other department before they leave the store.

So let us go from there, granting if you will, the importance of the soda fountain to the retail drug store and look at the soda fountain itself.

You should be (most of you are) interested in this part of your store operation. "Let's Sell Ice Cream". How? First: By the type and quality of service to the approaching customer. Well groomed, smiling courteous dispensers, trained in customer approach, order taking, and operating an efficiently run department, create a "selling" soda fountain or Ice Cream department, because they sell your service to *first time* customers who if pleased, become *all time* customers.

Second: By having your soda fountain so organized, that it is clean and sanitary at all times.

Third: By having dispensers trained in the use and maintenance of the expensive equipment with which they work.

Fourth: By the use of basic formulas carefully followed so that Ice Cream services are uniform in quality and quantity—a "moneys worth" portion to your customer, while being a *money making* portion for you.

Fifth: By *merchandising* Ice Cream and combinations containing Ice Cream.

Here is *our* definition of merchandising:

"Good merchandising enhances the prestige of a product by emphasizing quality, cleanliness and service. It creates and maintains good will for brand names.

"By the application of artfully planned and judiciously executed sales ideas, merchandising moves product to customer to product, transforming sales resistance into customer insistence.

"Merchandising stimulates buying, promotes repeat business, delivers customer satisfaction and helps increase profits for business."

There is a message of cleanliness and service built into the very Ice Cream you sell and serve.

Did you ever think, of the message built into the Beauty Rest Mattress? Or the one that reads "Sleep like a kitten on the C & O"? That message was built into the entire make-up of a train.

There's a message to the home-maker in every smooth and even stroke of her guaranteed Westinghouse Iron. There is a message built into these Ice Cream services and certainly, your Ice Cream Manufacturer built a message into the Ice Cream before it reached your Ice Cream cabinet. Merchandising picks up the theme of those messages. If it is so presented to the customer that the message of enjoyment and satisfaction is delivered, preference for all Ice Cream is strengthened.

Every Ice Cream soda, every sundae, every milk shake, every package of Ice Cream, must carry that message. If retail store personnel present well balanced Ice Cream dishes with eye and appetite appeal, you may be sure every customer will receive that message of quality, cleanliness and service.

Perhaps there is a challenge to you to do a better job of basic merchandising to present Ice Cream so that the customer may be made to want it in your store. Such merchandising will pay off in increased services of Ice Cream to an increased number of customers, with increased returns to you.

Volume sales have always been the deciding factor in the margin of profit a business returns. Volume means increased rate of turnover—and turnover is the life of business. The greater the turnover of an item, the quicker the return to you of your initial investment—the better the profit for the fiscal year.

It is an accepted fact that the soda fountain leads all drug store departments in rate of turnover, and that Ice Cream is one of the fastest turnover items at the soda fountain. In the grocery store and food market also the percentage of return on packaged Ice Cream is high compared with the average for the store, and the turnover is most satisfactory where Ice Cream is aggressively merchandised.

But . . . turnover is influenced by price . . . and in today's buyers' market . . . price is an especially important factor determining rate of turnover, probably the most important single influence on your Ice Cream sales today.

The following points must be considered in setting up proper pricing:

1. A price which will produce the greatest number of inventory turnovers in any given period.
2. A price acceptable to consumers because it bears a proper relation to prices set on competing items.
3. A price which gives the merchant a profitable return on his investment.

Ice Cream services properly made, return a good gross and net profit. By properly made, I mean the use of correct formulas, accurately followed to produce uniform services, from which expected gross is realized.

It has been found a smart idea to keep factory filled Ice Cream packages and soda fountain sales accounts separate, even a separate cabinet for packaged sales, if business warrants, so that stimulation of package business results in volume and turnover, and at the same time the shorter margin does not pull down gross soda fountain figures.

For hand-packed Ice Cream, the sales should be included in soda fountain accounts as this is truly a soda fountain operation involving dispensing just as other soda fountain items do, though in this case a large unit.

In the grocery store or food market, the return on packaged Ice Cream being higher than that of many food dishes, help lift the gross store return. items, can, if volume is attained by aggressive merchan-

Selling is selling, no matter what the product. To sell merchandise you must:

1. Get Attention
2. Create Interest
3. Cultivate Desire
4. Cause action to be taken

Basic merchandise must be right to be acceptable—something the customer can be made to want at a place easy to buy.

Yesterday the alert store owner had a place for his customers to hitch their horses; today it's a parking place for cars—but the principle is the same. It makes it easier to come into your store. It is the factor of convenience which greatly influences passing traffic to become store traffic.

You are not only the *seller* you're also the *buyer* in business, the purchasing agent for Mr. and Mrs. America. The way you buy for them can create or stifle desire to purchase.

Let's size up the situation—look around your own back yard. There's a lot of business there if you have a "seeing eye". When the gracious invitation of your store front is accepted, and the customer receives the quality of goods, and the services inside, you'll hold customers and influence sales. You don't have to go far afield for the gold mine of increased sales, if you do some real prospecting in your own back yard.

FASHION . . .

A MOVING FORCE FOR SALES

"The closer you are to point-of-sale" said Abbot Kimball recently, "the more keenly you realize that the selling argument of *fashion* has for a long time been creeping up on the old arguments of value and price."

This is a somewhat startling statement, especially to us who are not in the business of selling clothes. For when we think of fashion, we think first, usually of women's dresses. But, when it is remembered that women predominate as buyers of all goods in the U.S.A. and it appears that they are influenced by *fashion*—perhaps we might well consider fashion even in relation to foods.

"New colors"—"new smart modern", "streamlined", "gracefulness", and similar phrases are today employed for describing furniture, draperies, houses, in fact, the whole cycle of living. These phrases feature advertisements for products as diverse as dresses and washing machines; nylon hose and automobiles; china and railroad trains. Those who write the ads that sell the goods, lean heavily on this fashion-wise approach. Those ads are bringing home the bacon! *Fashion is a moving force for sales.*

The strength of fashion in the "buy appeal" is both an advantage and a danger. Advantage to those who ride with the tide and know it is a tide which may have an ebb as well as flood; danger to those who figure fashion as *only* a stable *fixed idea* and believe it will not change.

The "surrey with the fringe on top" is just a lilting rollicking song to the young generation. Time was, when that surrey was the proud possession of the few and the envy of less fortunate neighbors. Some fortunes were made by men who made the surrey while favor was high; other who believed the horse drawn vehicle was here to stay woke too late to the chug-chug of the "horseless carriage" and the vanishing of their own capital—for the surrey had gone out of fashion.

Ways of eating, types of food—of meals—all change with ways of living. That makes fashion important to food manufacturers.

You may recall that potato growers were very glum a few years ago. The trend for the slim feminine silhouette stopped potato eating by many women for "They were too fattening" said mi-lady. The spread of this idea was enough to influence potato sales adversely. Fashion is a moving force for sales—or against them.

Who would have thought 50 years ago of buying frozen meat, vegetables, fruit in family sized packages, so the family could sit down to an excellent meal—prepared in a few minutes by the efficient home maker? The streamlined age—both of home equipment and of the packaging of foods has revolutionized meal preparation in the modern home.

All these years, our food product has been more and more working its way into the accepted fashion of living.

It too has been making some fashions of its own—creating something which became popular—a fashion and now a part of American Life.

For example: Charged water, given by druggists as a health beverage, then sweetened with fruit flavored syrup to give it a more pleasing taste. Some bright merchandiser conceived the idea of dropping a ball of Ice Cream into the drink—and the Ice Cream soda was launched into fashion—a fashion which so captivated taste that it has become an American tradition and a symbol of America when they say "As American As An Ice Cream Soda". A restriction—so legend goes—on the sales of Ice Cream sodas on Sunday. An enterprising merchant put the syrup over the Ice Cream and the sundae began.

This streamlined age—both of home equipment and packaged foods—has revolutionized the preparation of meals in the modern home.



Pious folks objected to "Sunday" so someone came up with "Sundae". So milady could wear her fashionable gown to church and returning, enjoy the Sundae. All were happy—a new dish became the fashion and is today an accepted part of Ice Cream services and a "staple" on every soda fountain menu.

A waffle baker and an Ice Cream vendor at the St. Louis World's Fair. Business slow—so they combined forces—roll the waffle—insert the Ice Cream and the granddaddy of today's Ice Cream cone was launched. Necessity created a fashion and the fashion became a moving force for sales. Millions of gallons of Ice Cream have been purchased through this medium since the Ice Cream Cone caught the public fancy.



... the home freezer has set the fashion for purchases of a stock of food for home use. Ice Cream has met the challenge with the half gallon and gallon containers.

The packaging of Ice Cream into pints and quarts for Take Home sales in the early days, followed the new trend in packaging of many foods in cartons of convenient size for family use. As the "package age" has developed more types and sizes of containers with various frozen specialties in addition to Ice Cream have been marketed, particularly through the "cabinet store".

Today the advent of the home freezer has set the fashion for purchases of a stock of food for home use. Ice Cream has met the challenge with the half-gallon and gallon

container—thus making it simple for the home maker to "Take enough home" whether she has a family of two or ten!

It would seem to us to be smart business to follow the fashion for new designs in packaged Ice Cream.

So we could go on through many merchandising developments which have fitted Ice Cream into the changing fashion of living.

Today, even the fashion of merchandising has changed. The consuming public has been conditioned by new approaches to advertising—Radio, screen, television and the great advance in the art of color photography. A type of reminder advertising has developed to arrest attention, and employs this *reminder* advertising to keep the product continually in the public consciousness. Why do major companies buy spots on radio or television just before popular programs? *Reminder* advertising. The beautiful color pages in the modern magazines arrest attention, impress reader consciousness. Store displays tie in to this *reminder* program, and keep a product or the picture of the product where it flashes the "buy now" appeal at the point of purchase. Yes, the *fashion* of advertising, of merchandising of food has changed, to reach the millions more in this country who are on the move, who "eat out" so very much oftener than was the case even ten years ago. This fashion of living can be a moving force for Ice Cream sales.

Consumers, the customers of retail dealers, have been conditioned by progress in living standards, by the fashion of speedy modes of travel which eliminate distance, to look for the foods they like and want wherever they may be—foods which are readily available, quickly identified, easily ordered and pleasantly eaten.

Most of these travellers, whether they be travelling just from their homes to the movies, or across the nation—look for and enjoy Ice Cream in the many familiar services the retail stores offer. That is a great advantage which Ice Cream now enjoys.

But this mass of consumers, is also becoming a little more "choosy" if we may use a somewhat homely expression—about (1) what they buy—(2) from whom they buy it (the store they like) and last but by no means least (3) what they are paying for what they get.

With competition so universal in today's living the sales appeal for many commodities are so placed as to be almost ever present in customer minds. Ice Cream thanks to modern distribution is *easily available*. Every place at which it is sold should flash the "buy now" Ice Cream message, which reminds store customers and so often results in sales.



Wherever Ice Cream is sold, flash the "buy now" message.

Ice Cream is eaten by all ages, at many times of day from morning until late evening. Don't forget however, that it is competing with many other impulse food and drink items, and must be continually suggested to keep its place in the consumer purchasing in their "want" list.

It is the fashion to eat out more today than at any time in the history of the country. That means that the service of a food item at the soda fountain lunch counters, drive ins, restaurants, and so forth, is quite largely responsible for the acceptance of that item and its purchase at that particular location.

Accessories for service have been improved over the years. More graceful glassware, more modernly designed paper services now enhance the looks of any Ice Cream combination. Even Ice Cream Cones are streamlined to new appeal. But unless the personnel is trained to follow through on details of service, these assets are lost or so badly discounted as to be of little sales value, and one time customers do not become "repeat" customers.

The presentation of Ice Cream at point of consumer purchase, begins with the appearance and manner of the personnel, and follows through correct dispensing to ultimate consumer satisfaction. As in any other sale, the approach, the presentation and the close are important.

If every Ice Cream service could be so presented to the customer as to leave a feeling "boy that was really good", the Ice Cream manufacturers and the stores at which it is served would not have to worry about volume. All you'd have to worry about would be capacity to fill orders!

Fashion at its beginning presupposes change, and change is often said to be the life of business.

In accord with the fashion of today's living where speed is king, fashion for accurate speedy service of Ice Cream is logical. It is expected—it is essential, if people are to be satisfied and so encouraged to return to the particular store—to the particular brand—to the particular Ice Cream service they enjoy.

Many customers are predisposed to buy Ice Cream instead of other competing items. This preference is strengthened if the store to which they are in the habit of going, reminds them that Ice Cream awaits their pleasure—and serves it in the appealing fashion to create and maintain that store as the place to buy.

The price which consumers pay is today the third point of importance—that is, what they pay for is what they get.

Value in their eyes is most often measured by the amount of Ice Cream in relation to the composition.

"Fashion has been creeping up on the old arguments of value and price"—but do not overlook these factors also as a force in sales. "Getting my money's worth" is still very important in customer thinking.

The moving force of fashion can create the disposition to buy. It is the new, the attention getting approach. Use it to stimulate sales. Couple the trend of living with the presentation of Ice Cream so as to meet the needs and desires of people as they live today. The value of Ice Cream services and their price in terms of that value, will crystallize the fashion for purchase into a moving force for sales, as Mr. Kimball concludes—"Sell with fashion, and you sell with human nature and profit accordingly. It is as simple, as fundamental and as important as that".

HUMAN RELATIONS GUIDE TO GOOD MANAGEMENT . . .

by Aaron I. Hoffman

Centuries ago, the prophet Nehemiah made a statement which carried real weight for us. Today his words, "So we built the walls of Jerusalem, because the people *had a mind to work*" have definite bearing upon what we wish for our people. The weight of appropriateness might well cause us to consider these words the motif for management. *People have a mind to work* when they are in settings for which they are adequate and in which they have an interest. (When a worker has a mind to do his job, everyone benefits.) Men have a mind to work when they have learned that a sense of responsibility is essential whatever the job may be, that team work and cooperation are musts, whether the worker is a clerk, laborer, salesman, driver or manager. They *have a mind to work* when they realize that being able to get along with others is a top quality for success in any kind of work. It is, therefore, our duty to steer our efforts along the lines that will result in accomplishing these essential elements of good work.

REACHING PEOPLE

One of the best ways of reaching people is through the field of human relations. If we make use of the fundamentals of human relations, we will be able to lead, to guide, to assist the individual to aim for perfection and to help him to grow. If these fundamentals are understood, we can discover abilities, strengths, weaknesses, adjust problems, stimulate maximum production and group thinking. If these fundamentals are carried out, we are on the road to helping people attain their purposes in life and realize to the fullest their potentialities.

KNOWLEDGE OF THE JOB

Any organization that is best able to accomplish its job thoroughly and successfully is the one that has a clear understanding and knowledge of the requirements, the limitations, and the relationships of that job. Our primary concern is the human relationship of which the following are to be considered:

1. People like to be considered as *individuals*:

For many reasons, there are individual differences among human beings. Therefore, it is essential for the leader to know thoroughly each worker's background, interests, attitude, and problems. This knowledge will enable him to handle individuals effectively.

2. We must discover the aptitudes of each worker:

Everyone has a natural capacity or talent for certain pursuits. It is the job of management to discover and help men develop those aptitudes to the fullest extent possible. Unless these aptitude traits are discovered and encouraged they may easily become stifled. Encourage contribution of new ideas, this encouragement will give confidence. By all means do not make light of suggestions and ideas. To give credit when due is a good leadership technique. The development of abilities is a slow process and is accomplished by encouragement and proper training.

3. Train to gain:

There are many occasions when management must train people in various departments. In order to do this training thoroughly and completely a trainer must be familiar with the best techniques of teaching. Several years ago the War Manpower Board published a pamphlet on teaching technique which has been used extensively by industry. It consisted of the following:

THE DEPENDABLE METHOD OF INSTRUCTION

HOW TO GET READY

The four things an instructor should do to get ready to instruct a new or experienced dealer or worker —

1. Have A Plan — Know What You Are Trying To Accomplish.
Determine when and where learner will be taught.
Approximate working situation.
Level of performance to be attained.
Time to spend on given task or topic.
2. Prepare A Breakdown — You Don't Miss One Point.
Three types of teaching situations:
 - a. Developing Manipulative Skills.
List principal operations or processes.
List key points.
 - b. Imparting Factual Information.
List ideas or facts.
List plus values — specials.
 - c. Developing or Modifying an Attitude.
List factors and conditions involved in attitude problems.
List human relations points involved.
Behavior — Cause — Remedy.
3. Have Everything Ready
The necessary supplies, equipment, and teaching materials.
4. Have Work Place Arranged
Just as the learner will be expected to keep it.

HOW TO INSTRUCT

"Four Basic Steps"

- Step I — PREPARE the learner
Put the learner at ease
Get him interested
Show importance of his own success
Find out what he already knows
- Step II — PRESENTATION
Present the breakdown of the new material.
Present one step at a time, clearly, patiently, and in correct learning sequence.
DEMONSTRATE — Tell and Show —
Stress key points of task or idea.
Consider learner's ability.
- Step III — ASSIMILATION — APPLICATION
to learner's job
Have learner apply information to job situation by explaining how he would use the ideas or by performing the steps of the task.
Insist on correct use of timing, trade terms, "tricks of the trade," etc.
- Step IV — TEST on understanding
and ability to do
Check on understanding
Check on performance and speed
Correct errors — reteach
Be sure learner can use the information or can do the job.

If the Instructor Has Taught,
The Worker Can Perform.

FOLLOW-UP AND SUPERVISION

FOLLOW-UP. Maintain a constant check on learner's performance. See and commend good work as well as detect weaknesses and help him overcome them.

The smart executive teaches how to do the job correctly rather than to resort to criticism of past performance.

Maintain a TEACHER-LEARNER relationship between supervisor and learner.

TRAINING develops individuals.

SUPERVISION welds these individuals into an efficient, functioning organization.

4. Job Satisfaction:

Another very important technique of good leadership is to provide job satisfaction. Satisfaction on the job results from job interest, treating workers in a warm, friendly manner, and eliminating grievances. If grievances occur, we must show a willingness to hear the worker's whole story including his emotional reactions and opinions. Your ear can achieve more than your tongue. The War Manpower Board summarizes the handling of a grievance as follows:

HOW TO HANDLE A GRIEVANCE

1. GET THE FACTS

Review the record.
Find out what rules apply.
Talk with individuals concerned.
Get opinions and feelings.
Get the whole story.

2. WEIGH AND DECIDE

Fit the facts together.
Consider their bearing on each other.
Check practices and policies.
What possible actions are there?
Consider effect on individual, group and efficiency.
Don't jump to conclusions.

3. TAKE ACTION

Are you going to handle this yourself?
Do you need help in handling?
Should you refer this to your superior?
Watch the timing of your action.
Don't pass the buck.

4. CHECK RESULTS

How soon will you follow up?
How often will you need to check?
Watch for changes in efficiency, attitude, relationships.
Did your action help efficiency?

Proper training should lead to more responsibility for workers. Furthermore, every executive should have ready at all times a skilled understudy who can fit into a key job. It is our duty to help improve each worker's skill and knowledge so that he can perform and concomitantly produce effectively, thus achieving the satisfaction essential to a happy worker.

CORRECTING THE WORKER

There are occasions when it is necessary to correct a worker. The correction should be made in a very courteous and adult way as promptly after the occurrence as possible. If this procedure is followed, there may be less resentment. Never under any circumstances should the correction take place in the presence of others. Whenever possible, it is good technique to preface a correction by praising the worker for something well done. Questioning a worker who has made a mistake is an acceptable method of correction. A statement such as: "Do you think that that is the best way to do this job?"—or—"What is your opinion about this?" After the correction, a complimentary remark often puts the person in a more receptive frame of mind. It is true that a very small percentage of workers are apt to become inflated. However, we should not withhold something that will stimulate the majority because of the bad effect on a few. Furthermore, many people feel that praise must be given more freely than criticism, particularly when it is earned. Yes, even if it is only for a very small accomplishment.

PRAISE — AN INCENTIVE

In a recent experiment conducted in an effort to measure the effect of the various kinds of stimuli, it was definitely concluded that when praise is continued for certain periods, it seems to provide an incentive. When criticism is oft-repeated, it seems to lose its stimulating effect and results in discouragement. Praise and encouragement lead to satisfied workers and a desire to help with recommendations for improvement.

Workers judge the organization in terms of the treatment they receive from management. Good management means good leadership and good leaders follow certain principles of leadership.

GOOD LEADERS ...

- 1. DO NOT HAVE ALL THE ANSWERS BUT ARE HIGHLY ENTHUSIASTIC IN FINDING THE ANSWERS FROM THE GROUP**
- 2. ARE HUMAN BEINGS WHO COMMAND THE HIGHEST RESPECT OF THOSE WITH WHOM THEY WORK**
- 3. ENCOURAGE WORKERS TO SEEK THEIR HELP AS FRIENDS AND COUNSELORS**
- 4. HELP INDIVIDUALS FIND THEMSELVES AND HELP THEM DO THEIR BEST**
- 5. KEEP WORKERS INFORMED ABOUT BASIC MATTERS AFFECTING THE COMPANY**
- 6. ARE AWARE OF THE PRINCIPLES OF FAIR AND EQUITABLE TREATMENT OF ALL**
- 7. GUIDE INSTEAD OF DRIVE**
- 8. INSPIRE ENTHUSIASM, NOT FEAR**
- 9. MAKE WORK PLEASURE, NOT DRUDGERY**
- 10. DEPEND ON GOOD-WILL, NOT AUTHORITY**

SALESMANSHIP A CAREER . . .

Salesmanship a career! Yes, selling is now establishing itself as a profession—a career to which a man may with pride devote his energies, ambitions, his intelligence.

Strange that it has taken so many years for this acknowledgement to come to selling or to the salesman. For selling is as old as man, and salesmanship has been directly or indirectly responsible for every advance of mankind.

Through the hands of the salesman pass the world's goods. A clever idea in the brain of an inventor, translated into a useful product and sold to bring health or better living or increased prosperity to all people: that has been the history of mankind.

The bright pattern of living is threaded through the weave with selling, using, improving and selling again.

SALESMANSHIP'S CONTRIBUTION TO AMERICA'S LEADERSHIP

Salesmanship has contributed to America's leadership through *conversion of products to use*. This creates demand—more factories to supply—more wages earned, and through the better wages the possibility of higher living standards. These are accomplished facts in this America of ours—but only a part of what can be ahead if salesmanship continues to function effectively and more aggressively.

Full production—high employment—better incomes and continually improving standards of living for all will be realized, in the ratio that the selling force in you and in me continues to move *goods to people and people toward goods*.

SALESMANSHIP A PROFESSION

Let us consider for a moment, if you will, this matter of the profession of salesmanship. It must first of all be founded on a concept of service. The belief on the part of the salesman that the product or service which he offers will be beneficial to the person or organization he is endeavoring to interest.

What are the characteristics of a successful salesman? Many and varied, as the personality of each man is different from his neighbor. Certain requisites, however,

seem particularly important. First is to look and act the part—the part of success—the part of optimism—the part of one who brings good—the part of one proud of his message—proud of his profession—not putting on an act—but *acting the part which is yours in the sales program*.

BASIC CHARACTER QUALITIES

That smiling person who opens your door has basic character qualities by which his fitness for his work can be measured.

1. Dependability—not peculiar to salesmanship alone—for this is the quality above all which makes possible *mutual trust between men*.
2. Stability—inter-related with dependability to give that firm assurance of ability to stay in the game—not excited by opposition—not swayed by the things which crowd it.
3. Courage—this seems so obvious an attribute to success in every field that comment would be superfluous.
4. Initiative—this is a quality which combined with those just mentioned marks a man, as destined to “go places”. It is the quality which enables him to adapt his facts, his sales arguments, himself, in the manner best suited to the circumstances, in which that particular presentation must be made.
5. When initiative is coupled with *industry*—the will to work—the habit of sticking at the job—there indeed is a happy pair. Add to them the *determination* to do the job thoroughly and the *ambition* to achieve and you cannot stop that man—provided he has so *disciplined himself* as to use his abilities wisely, forcefully, efficiently.

HUMAN QUALITIES

What of the human qualities which our salesman needs? Topping the list is that significant number one—“liking for people”—a volume could be written on that one phrase alone—for a man who doesn't like people, sincerely and honestly, and understand their reactions, aims and desires, will find the door of salesmanship hard to enter. The man who likes people has a genuine regard for people and is aware of personal attributes and reactions. He will use tact, loyalty, sincerity, enthusiasm and cheerfulness, in his dealings with his fellow man—will cooperate to make every meeting mutually helpful and will instinctively use a positive approach in his daily contacts.

MENTAL QUALITIES

The mental qualities of the man who would make a career of salesmanship must bear out the promise of his human qualities.

Read them over—

Teachability, Flexibility, Judgment, Observation, Analytical Ability, Foresight, Business Sense, Knowledge, Imagination, Resourcefulness.

Are we talking of man or superman, we can almost hear you asking. Well, we will grant you no one man has all these qualities perhaps one hundred percent — but they are possible of development in each of us. If used and expanded will give us breadth of vision and depth of understanding, which set us ahead in the procession—in the profession of selling.

APPEARANCE AND IMPRESSIVENESS

To go back again to the physical aspect—appearance and impressiveness, not only help the salesman get the interview, but also put over his idea and win the sale.

The points noted—all contribute their part in that impressive appearance all can be developed by the salesman to fit him for his work.

MATURITY

As we go along the path of life, we “grow up”—as we say—or at least we should: “Growing up” doesn’t mean just an increase in stature, but also the development of mental and spiritual aspects of adulthood—maturity if you will.

We need the exuberance of youth, the unbounded enthusiasm of the new recruit, but with it for fullest functioning must come the *ability to assume responsibility*—to be dependable in the sales messages we carry.

All of us, at one time or another, err or excel in judgment. The ability to take criticism or praise with equal graciousness marks us as approaching the adult outlook. When we view the world through such eyes we will be able to develop a sound social instinct in which self is subdued to the interest of the larger group.

So much for the man himself. The salesman who has made a career of salesmanship.

TYPES OF SELLING

Let us note briefly the types of selling required in the major classes. First is *sales and service engineering*—selling, really the plan of selling much as an architect sells the plan of your “dream house” a plan for sales or

service tailored for a particular organization, a special product, a specific need. This is the type which perhaps calls for the most specialized sales approach, since intangibles are being handled and results may not be apparent for some length of time. *Intangibles*, in which a man, a company is asked to invest money, time, services. But time and time again the vision of sales engineers has created a new industrial development, responsible, over the years for increasing the opportunity for employment and for better living for thousands of people . . . AND the investment has proved the wisdom of long range planning.

TANGIBLE GOODS

Easier for the layman or the beginning salesman to understand, is the selling of tangible goods. Machines, tools, foods, clothes, the host of things we can see and touch. Some of them, durable goods, are produced, purchased and used almost exclusively by industry—for further production of materials or products for consumer use. These are once in a decade—perhaps—at least once in a long time purchases, and to sell them requires again a campaign and an approach in keeping with the importance of the completed transaction. Such selling presupposes experts—is a field where achievement must be based on adequate and many times technical knowledge plus the sales characteristics we have been discussing.

The repeat selling necessary when goods are rapidly consumed represents what many people think of when a “salesman” is mentioned. Such selling may not involve the technical aspects of some of the other branches of salesmanship—but every skill, every attribute presented heretofore can be well utilized in this field. It constitutes the largest part of all selling transactions. Again and again to the same customers, the salesman must present this product—competing with other men—other products.

His success depends both on the product he has to sell and on himself as the seller.

WHAT DOES SALESMANSHIP OFFER YOU?

With so varied a field—so wide the scope of selling endeavors, the career of salesmanship offers not only *interesting* and lucrative work, but an *opportunity for advancement*.

Salesmanship calls for a *maximum of self-development*, a constant striving to know more, to do better. It repays with the *satisfaction of service*, an *adequate income* which leads to security.

Sales opportunities are unlimited, if every salesman takes advantage of every opportunity to make a sale.

YES—Salesmanship is a career.

TELL YOUR SALES STORY WELL . . .

by R. C. Reager

Everyone who sells Ice Cream should tell the story of their quality product better than they now tell it. This should be done by both the driver-salesman of the company as well as by the dispenser and dispenserette at the soda fountain. To tell the story well is the responsibility of everyone who has anything to do with the merchandising of Ice Cream.

If one would be successful in doing a better job of selling, then their Sales Story should reflect the following things:

Self Confidence in your company, in your product, in yourself.

Customers are always impressed by the manner in which a salesman speaks about his Company and his product. Too, people react to the confidence a salesman shows in himself. Please remember that if you have no confidence in your product or yourself, it will be rather difficult for anyone else to have confidence in your product.

A Positive Attitude; a Neat Appearance; an Effective and Direct Approach.

Never apologize for talking about your company or its products. A good salesman is always Positive, Tactful, Courteous, and Friendly. Too, he is careful of his appearance and his personal habits.

Language and a Vocabulary which uses the Right Word at the Right Time, and a Voice and Speech Manner which is pleasant and friendly.

Increase your vocabulary. There are over 600,000 usable words in the English language. Yet, the average salesman has a working vocabulary of under 4,000 words. Use synonyms for your present pet phrases.

Avoid the slurring of words and carelessness in your speech. Do not run words together. Do not make up your own vocabulary. Articulate clearly, pronounce words correctly. Observe the rules of good grammar in your sentence structure.

Have your voice alive. Use a pleasant tone. Talk quietly—remembering that loud speech bores quickly. Use short sentences when you talk about your product. Smile with your eyes and your voice while telling your sales story.

Be proud of our mother tongue, and use it correctly and effectively.

Energy — Enthusiasm and Enjoyment — for the job you have to do.

Enjoy talking about your product. Always have enthusiasm for your profession as a salesman, and keep in your heart and mind the desire to do the best that is possible in every approach you make. This must apply with equal force to the salesman talking to a prospective customer as well as be reflected by the dispenser serving a customer at the fountain. Remember that you always speak in order to persuade others to do what you wish them to do. And as we talk, we create impressions which are either favorable or unfavorable. Only when we are enthusiastic and show enjoyment in the job that we are doing can we hope to have the most favorable impression of the product we are trying to sell.

Sincerity and Integrity; the Service you give to a customer; a friendly Smile.

Know your customer and address him by name. Nothing helps a salesman sell more than this personal approach. It not only shows interest, it also creates interest in your product.

Remember that the first job of a salesman is to sell himself; his second job is to sell service to his customer. This can best be done when we maintain our personal dignity at all times. Too, we add to our ability as a salesman when we talk in terms of our customer's needs, and in terms of his interest.

Be direct and establish eye contact when you talk to a customer. Plan your approach before you call on a new lead. Never unload personal feelings on a customer. Be pleasant, gracious, and friendly at all times. Show interest in the other fellow, his problems, and his business. Be enthusiastic and sincere about your Story, your Company, your Product and Yourself.

**YOUR SALES STORY WILL
BE TOLD BETTER IF:**

1. You have a voice with a smile
2. You talk interestingly
3. You are friendly
4. You speak to and with your customer
5. You have confidence in your product and in yourself
6. You have enthusiasm for your profession
7. You enjoy meeting and talking with customers
8. You take pride in the way you use your mother tongue

**IF YOU WOULD
TELL A BETTER SALES
STORY YOU SHOULD...**

1. ***Simplify the Sales talk; boil it down; eliminate useless material and avoid overselling. Say it well!***

Remember that more sales are lost in this country because we "talk them to death" than are lost because we do not "talk enough about our product".

2. ***Think it Through—Prepare well and practice often.***

A wise salesman prepares for every interview.

3. ***Omit all Arguments, idle flattery, and personal, prejudiced opinions.***

A salesman can never win an argument.

4. ***Respect your Customer and talk in terms of his needs, his problems, and his interests. Make him feel important. Be honest; never bluff!***

Avoid knowing "all the answers." A salesman is not expected to be a walking encyclopedia.

5. ***Yes Response your Customer. Let him ask questions; stimulate his interest in your product; hold his attention; always ask for the order; and thank him when you leave.***

Talking well—when you sell—always pays dividends. A smart salesman, therefore, analyzes his voice, studies and seeks ways to improve his sales presentations, for by doing so he knows:

**A good Sales Story—well told—
SELLS MORE MERCHANDISE
WHICH DOES NOT COME BACK
TO MORE PEOPLE WHO DO!**



FORMULAS

The day by day popularity of the soda fountain depends in large measure on the type and kind of Ice Cream services which are produced over its counter.

Accurate formulas, consistently followed—are the assurance of uniform services. In the pages which follow, formulas will be found for all types and kinds of Ice Cream services.

For the benefit of those not too familiar with following formulas, basic formulas are given prominence at the start of each item division. Pictured and charted, with specific directions for each step, they constitute an easily followed, readily understood method of making the particular Ice Cream service covered. This is the ground work for the Ice Cream dispenser.

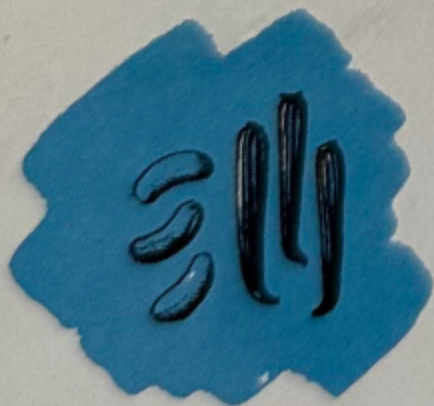
Every Ice Cream department wishes to gain a reputation for its distinctive offerings, as well as for its staple services. A wealth of accurate information is here, to help in either field. The formulas have been field tested as well as tested in the Ice Cream Merchandising Institute Laboratory, and will be found to have definite consumer acceptance.

Among the many pictured and explained, any soda fountain or Ice Cream department will be able to find just what it needs for either daily offering, holiday featuring, or a special selling event.

These formulas are developed to be followed as directed. With quality ingredients and careful blending, they will produce Ice Cream services which any soda fountain or Ice Cream department can serve with pride, and with success.



Ice Cream **sodas**



The Ice Cream soda stands next to the sundae as a soda fountain profit-maker—not only is it a good year 'round seller, but it is popular with many different ages and types of customers. The reputation of many a store has been made and volume business created by serving consistently excellent Ice Cream sodas.

Quality syrups, a good measure of Ice Cream, and cold highly carbonated water are the ingredients for success in Ice Cream soda making. Add to this an accurate formula, strictly followed by a dispenser who serves with pride, quickly and courteously—and the Ice Cream soda business is on its way to lasting success.

In addition to its own unique taste appeal, the tangy flavor of the Ice Cream soda blends well with sandwiches or salads and other dishes to make it a favorite in combinations.

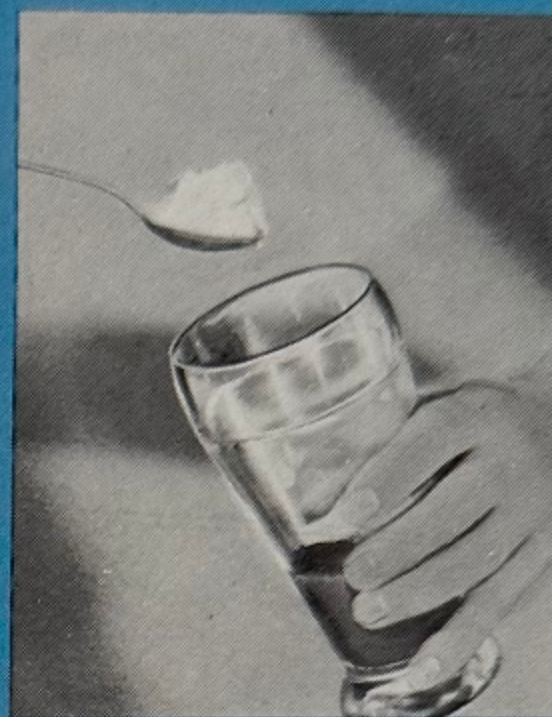
Steps in making the Ice Cream Soda

1. Select a clean, sparkling soda glass without chips or cracks or a clean paper soda cup. If you use a 14-oz. glass or paper cup put in $1\frac{1}{2}$ oz. of syrup or fruit-in-syrup and use proportionately less if the glass or cup is smaller.
2. Blend one soda spoon of Ice Cream or whipped cream or $1\frac{1}{2}$ oz. of coffee cream with the syrup or fruit-in-syrup. If fluid cream or whipped cream is used spoon blending isn't necessary. The force of the fine stream of carbonated water does the blending.
3. Hold the soda glass or paper service in a tilted position and while moving the glass or paper service with a circular motion add the fine stream of carbonated water allowing the water to hit the side of the glass just above the syrup mixture until the glass is $\frac{3}{4}$ ths full. This insures even flavors distribution for speed up service.
4. When the glass or paper service is $\frac{3}{4}$ ths full, float one No. 24 dipper of Ice Cream into the carbonated mixture. Then float in the second No. 24 dipper as near as possible on top of the preceding dipper.
5. If the glass or paper service isn't full finish with fine or coarse stream of carbonated water. Garnish with whipped cream at the side of the glass or paper service near the top.

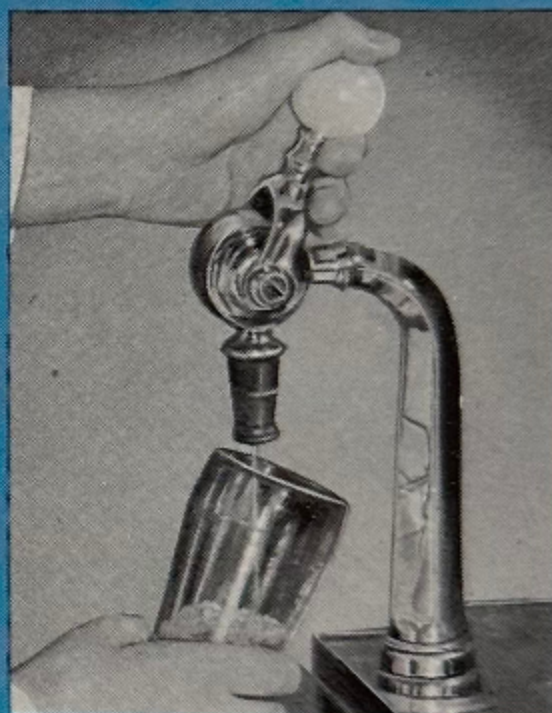
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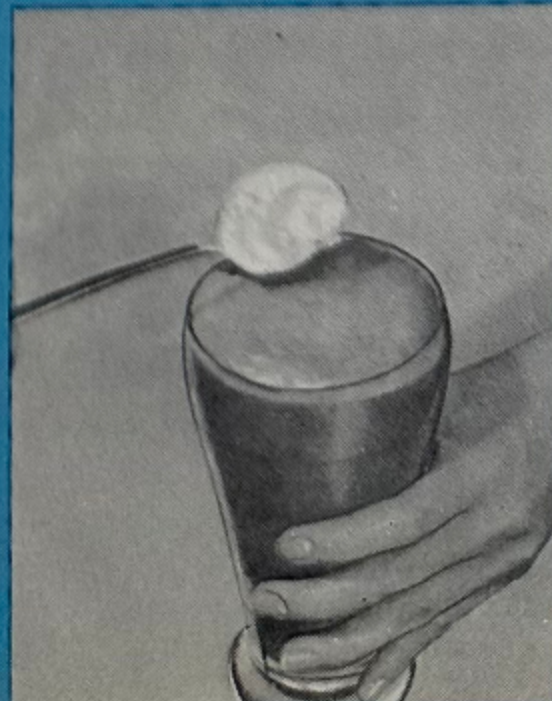
3.



4.



5.



CHOCOLATE ICE CREAM SODA

GLASS SERVICE

Ingredients

Chocolate Syrup—Ice Cream, whipped cream or coffee cream—Carbonated water—Vanilla Ice Cream—Whipped Cream.

Procedure:

Into a clean, sparkling soda glass put 1½ ounces of chocolate syrup. Stir into this a soda spoon of Ice Cream or whipped cream or 1½ ounces coffee cream. Blend, and while moving glass with a circular motion add fine stream carbonated water until glass is ¾ths full. Float into the carbonated mixture 2 No. 24 dippers of Vanilla Ice Cream. If glass is not full finish filling with fine or coarse stream of carbonated water and garnish with whipped cream.

PAPER SERVICE

Ingredients

Chocolate Syrup—Ice Cream, whipped cream or coffee cream—Carbonated water—Vanilla Ice Cream—Whipped cream.

Procedure:

Into a clean paper soda service put 1½ ounces of chocolate syrup. Stir into this a soda spoon of Ice Cream or whipped cream or 1½ ounces coffee cream. Draw 1 ounce coarse stream carbonated water into mixture, then while moving the paper service with a circular motion add fine stream of carbonated water until paper service is ¾ths full. Float into the carbonated mixture 2 No. 24 dippers of Vanilla Ice Cream. If paper service is not full, finish filling with fine or coarse stream of carbonated water, and garnish with whipped cream.



DOUBLE CHOCOLATE ICE CREAM SODA

GLASS SERVICE

Ingredients:

Chocolate Syrup — Chocolate Ice Cream — Whipped Cream or Coffee Cream — Carbonated Water — Chocolate Ice Cream — Whipped Cream

Procedure:

Into a clean, sparkling 14 ounce soda glass put $1\frac{1}{2}$ ounces of chocolate syrup. Stir into this a soda spoon of chocolate Ice Cream or whipped cream or $1\frac{1}{2}$ ounces coffee cream. Blend, and while moving the glass with a circular motion add fine stream carbonated water until glass is $\frac{3}{4}$ ths full. Float into the carbonated mixture 2 #24 dippers of chocolate Ice Cream. If glass is not full finish filling with fine or coarse stream of carbonated water and garnish with whipped cream.



PAPER SERVICE

Ingredients:

Chocolate Syrup — Chocolate Ice Cream — Whipped Cream or Coffee Cream — Carbonated Water — Chocolate Ice Cream — Whipped Cream

Procedure:

Into a clean 14 ounce paper soda service put $1\frac{1}{2}$ ounces of chocolate syrup. Stir into this a soda spoon of chocolate Ice Cream or whipped cream or $1\frac{1}{2}$ ounces coffee cream. Draw 1 ounce coarse stream carbonated water into mixture, then while moving the paper service with a circular motion add fine stream of carbonated water until paper service is $\frac{3}{4}$ ths full. Float into the carbonated mixture 2 #24 dippers of chocolate Ice Cream. If paper service is not full, finish filling with fine or coarse stream carbonated water and garnish with whipped cream.



STRAWBERRY ICE CREAM SODA

GLASS SERVICE

Ingredients:

Strawberry Syrup or Fruit in Syrup — Ice Cream, Whipped Cream or Coffee Cream — Carbonated Water — Ice Cream — Whipped Cream

Procedure:

Into a clean, sparkling soda glass put 1½ ounces of strawberry syrup or strawberry fruit in syrup. Stir into this a soda spoon of vanilla Ice Cream or whipped cream or 1½ ounces of coffee cream. Blend, and while moving the glass with a circular motion add fine stream of carbonated water until glass is ¾ths full. Float into carbonated mixture 2 #24 dippers of vanilla Ice Cream. If the glass is not full finish filling with fine or coarse stream of carbonated water and garnish with whipped cream.

When using 1½ ounces of coffee cream in the syrup this may be featured as an Old Fashioned Strawberry Ice Cream Soda.



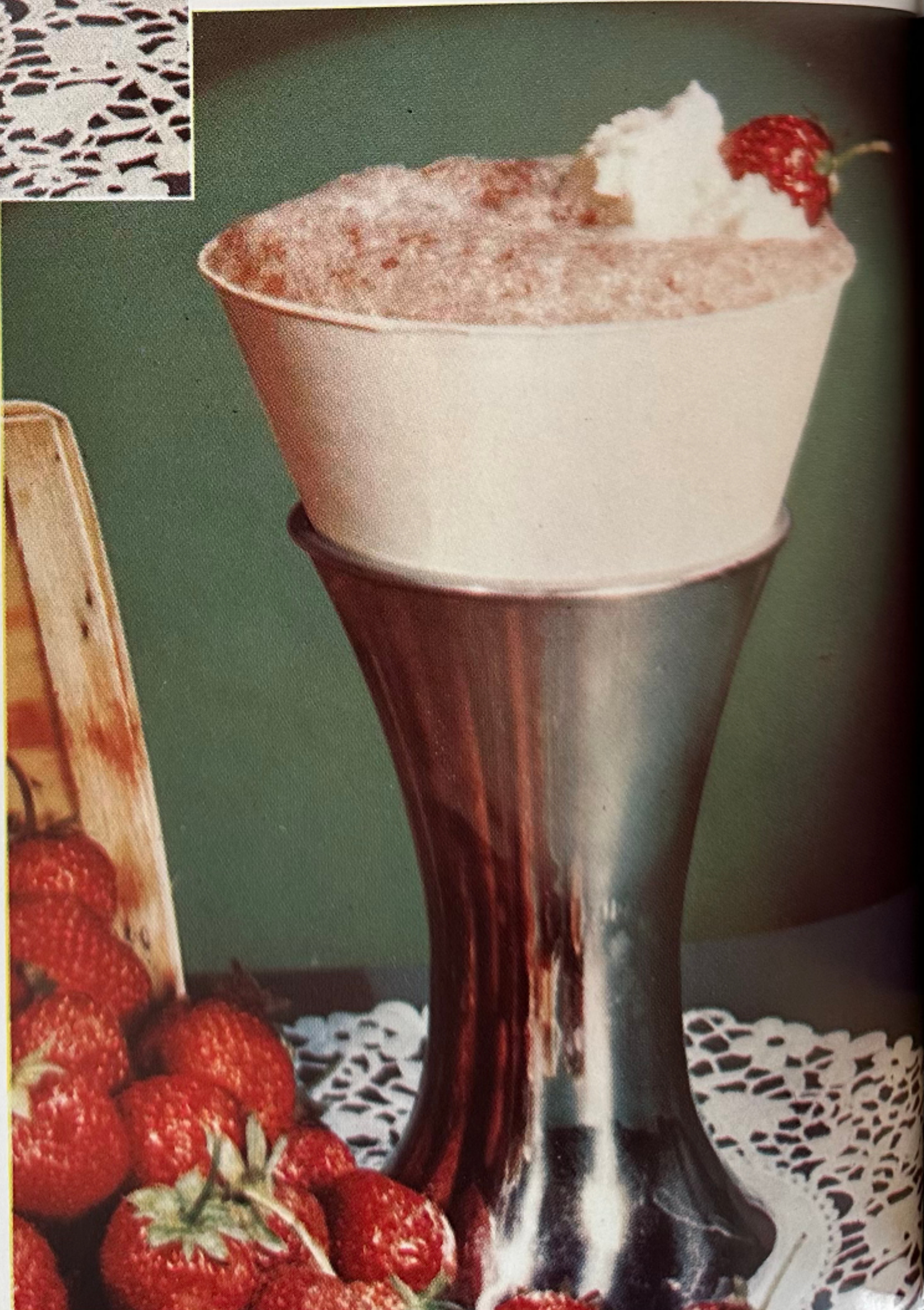
PAPER SERVICE

Ingredients:

Strawberry Syrup or Fruit in Syrup — Ice Cream, Whipped Cream or Coffee Cream — Carbonated Water — Ice Cream — Whipped Cream

Procedure:

Into a clean paper soda cup put 1½ ounces of strawberry syrup or strawberry fruit in syrup. Stir into this a soda spoon of vanilla Ice Cream, whipped cream or 1½ ounces of coffee cream. Draw 1 ounce coarse stream carbonated water into mixture and while moving the paper service with a circular motion add fine stream of carbonated water until paper service is ¾ths full. Float into carbonated mixture 2 #24 dippers of vanilla Ice Cream. If cup is not full finish filling with fine or coarse stream of carbonated water and garnish with whipped cream.



PINEAPPLE ICE CREAM SODA

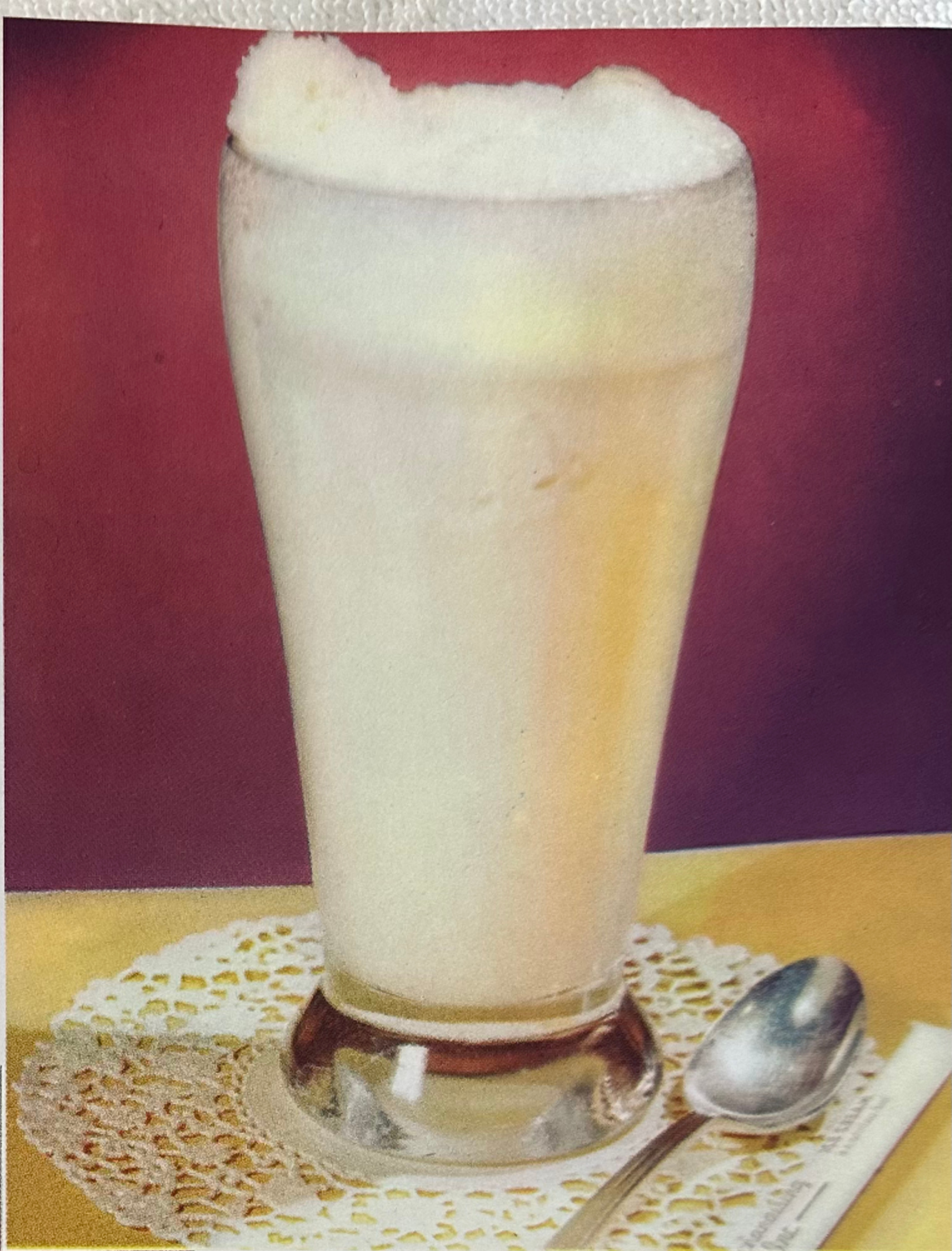
GLASS SERVICE

Ingredients:

Pineapple syrup — Vanilla Ice Cream, whipped cream, or coffee cream — Carbonated water — Vanilla Ice Cream — Whipped Cream

Procedure:

Into a clean sparkling soda glass put 1½ ounces of pineapple syrup. Stir into this a soda spoon of Vanilla Ice Cream, whipped cream or 1½ ounces coffee cream. Blend, and while moving the glass in a circular motion add fine stream carbonated water until glass is ¾ths full. Float into the carbonated mixture 2 #24 dippers of Vanilla Ice Cream. If the glass is not full, finish filling with fine or coarse stream of carbonated water and garnish with whipped cream.



PAPER SERVICE

Ingredients:

Pineapple syrup — Vanilla Ice Cream, whipped cream, or coffee cream — Carbonated water — Vanilla Ice Cream — Whipped Cream

Procedure:

Into a clean paper soda service put 1½ ounces of pineapple syrup. Stir into this a soda spoon of Vanilla Ice Cream or whipped cream or 1½ ounces coffee cream. Draw 1 ounce coarse stream carbonated water into mixture, then while moving the paper service with a circular motion add fine stream of carbonated water until paper service is ¾ths full. Float into the carbonated water mixture 2 #24 dippers of Vanilla Ice Cream. If paper service is not full, finish filling with fine or coarse stream carbonated water and garnish with whipped cream.



CHERRY ICE CREAM SODA

GLASS SERVICE

Ingredients:

Cherry Syrup — Ice Cream, Whipped Cream
or Coffee Cream — Carbonated Water —
Cherry-Vanilla Ice Cream — Whipped Cream

Procedure:

Into a sparkling clear soda glass, place 1½ ounces of cherry syrup. Add 1 soda spoon of Ice Cream or whipped cream or 1½ ounces of coffee cream. Blend—then add a fine stream of carbonated water until glass is three-fourths full. Float into the carbonated mixture 2 #24 dippers of cherry-vanilla Ice Cream. If the glass is not full, finish with fine or coarse stream of carbonated water. Garnish with a spot of whipped cream at the side of the glass.

PAPER SERVICE

Ingredients:

Cherry Syrup — Ice Cream, Whipped Cream
or Coffee Cream — Carbonated Water —
Cherry-Vanilla Ice Cream — Whipped Cream

Procedure:

Into a clean paper service put 1½ ounces cherry syrup, a soda spoon of Ice Cream or whipped cream or 1½ ounces of coffee cream and blend. Draw 1 ounce coarse stream carbonated water into the service, then continue with the fine stream until the paper service is three-fourths full. Float into the carbonated mixture 2 #24 dippers of cherry-vanilla Ice Cream. If paper service is not full, finish filling with fine or coarse stream carbonated water. Garnish with a spot of whipped cream at the side.



PEACH ICE CREAM SODA

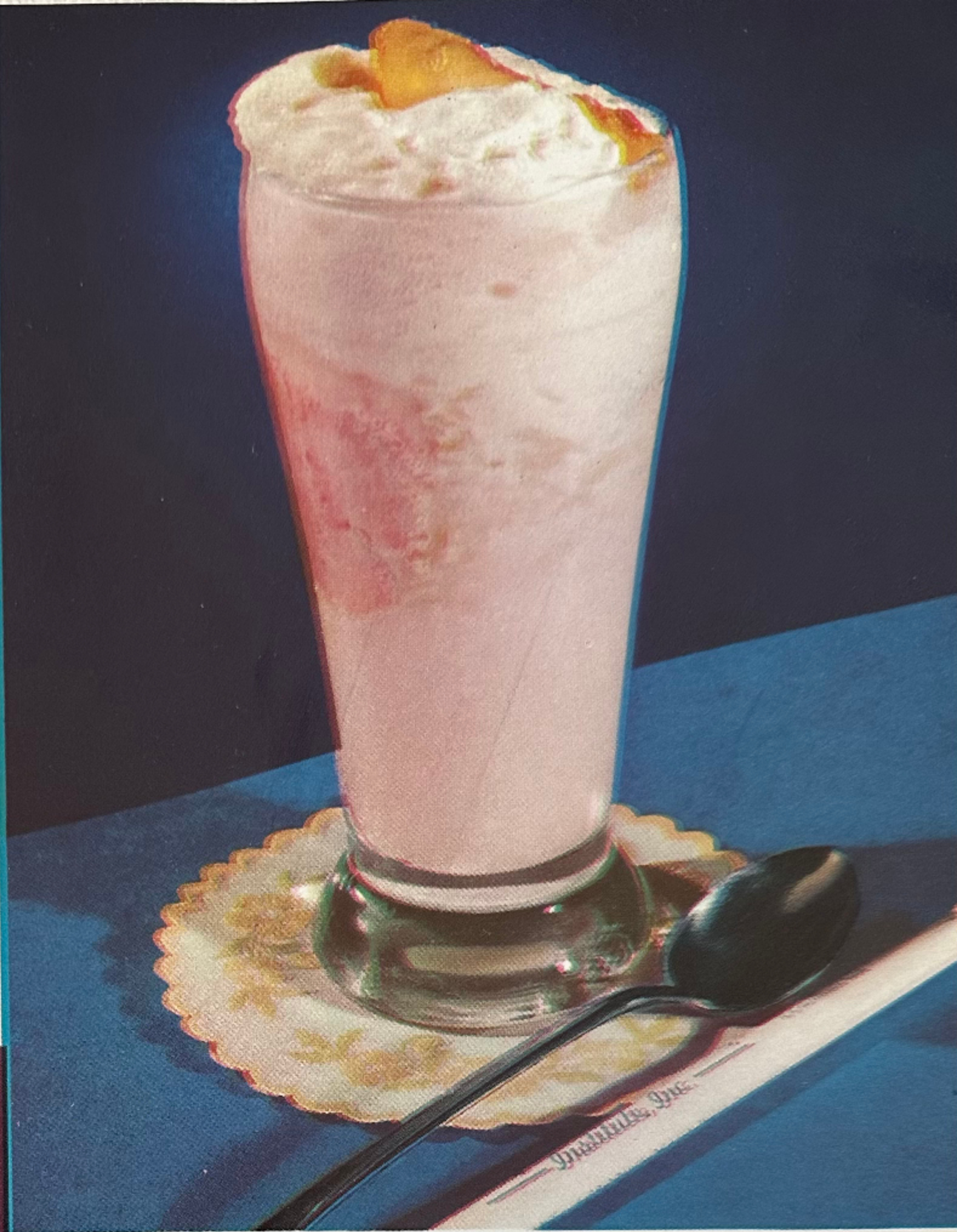
GLASS SERVICE

Ingredients:

Crushed Fresh, Frozen, Canned or Preserved Peaches in Syrup — Peach or Vanilla Ice Cream — Ice Cream, Whipped Cream or Coffee Cream — Carbonated Water — Peach Slice

Procedure:

Into a clean, sparkling 14 ounce soda glass put $1\frac{1}{2}$ ounces crushed fresh, frozen, canned or preserved peaches in syrup. Stir into this a soda spoon of Ice Cream, whipped cream or $1\frac{1}{2}$ ounces coffee cream. While moving the glass with a circular motion add fine stream carbonated water until glass is $\frac{3}{4}$ ths full. Float into the carbonated mixture 2 #24 dippers of peach or vanilla Ice Cream. If glass is not full finish filling with fine or coarse stream carbonated water. Garnish with whipped cream and top with a peach slice.



PAPER SERVICE

Ingredients:

Crushed Fresh, Frozen, Canned or Preserved Peaches in Syrup — Peach or Vanilla Ice Cream — Ice Cream, Whipped Cream or Coffee Cream — Carbonated Water — Peach Slice

Procedure:

Into a clean, 14 ounce paper soda service put $1\frac{1}{2}$ ounces crushed fresh, frozen, canned or preserved peaches in syrup. Stir into this a soda spoon of Ice Cream, whipped cream or $1\frac{1}{2}$ ounces coffee cream. Draw 1 ounce coarse stream carbonated water into mixture, then while moving the paper service with a circular motion add fine stream carbonated water until paper service is $\frac{3}{4}$ ths full. Float into the carbonated mixture 2 #24 dippers of peach or vanilla Ice Cream. If paper service is not full, finish filling with fine or coarse stream carbonated water. Garnish with whipped cream and top with a peach slice.



LEMON ICE CREAM SODA

GLASS SERVICE

Ingredients:

Lemon Syrup — Vanilla Ice Cream —
Whipped Cream, or Coffee Cream — Car-
bonated Water — Vanilla Ice Cream —
Whipped Cream

Procedure:

Into a clean, sparkling soda glass put $1\frac{1}{2}$ ounces of lemon syrup. Stir into this a soda spoon of vanilla Ice Cream, whipped cream or $1\frac{1}{2}$ ounces coffee cream. Blend, and while moving the glass in a circular motion add fine stream carbonated water until glass is $\frac{3}{4}$ ths full. Float into the carbonated mixture 2 #24 dippers of vanilla Ice Cream. If the glass is not full finish filling with fine or coarse stream of carbonated water and garnish with whipped cream.

PAPER SERVICE

Ingredients:

Lemon Syrup — Vanilla Ice Cream —
Whipped Cream, or Coffee Cream — Car-
bonated Water — Vanilla Ice Cream —
Whipped Cream

Procedure:

Into a clean paper soda service put $1\frac{1}{2}$ ounces of lemon syrup. Stir into this a soda spoon of vanilla Ice Cream or whipped cream or $1\frac{1}{2}$ ounces coffee cream. Draw 1 ounce coarse stream carbonated water into mixture, then while moving the paper service with a circular motion add fine stream of carbonated water until paper service is $\frac{3}{4}$ ths full. Float into the carbonated water mixture 2 #24 dippers of vanilla Ice Cream. If paper service is not full, finish filling with fine or coarse stream carbonated water and garnish with whipped cream.

GOLDEN GLOW ICE CREAM SODA

GLASS SERVICE

Ingredients:

Orange Syrup — Lemon Juice or Acid Phosphate — Orange Ice Cream or Vanilla Ice Cream and Orange Sherbet or Fruit Ice — Carbonated Water — Slice of Orange

Procedure:

Into a clean, sparkling soda glass place 1½ ounces orange syrup and a dash of acid phosphate or lemon juice. Add a soda spoon of Ice Cream or whipped cream or 1½ ounces coffee cream. Blend and add fine stream carbonated water until glass is ¾ths full. Float into the carbonated mixture 2 #24 dipper of orange Ice Cream or vanilla Ice Cream or 1 #24 dipper of vanilla Ice Cream and 1 #24 dipper of orange sherbet or fruit ice. If the glass is not full, finish filling with coarse or fine stream of carbonated water. Garnish with a slice of orange.



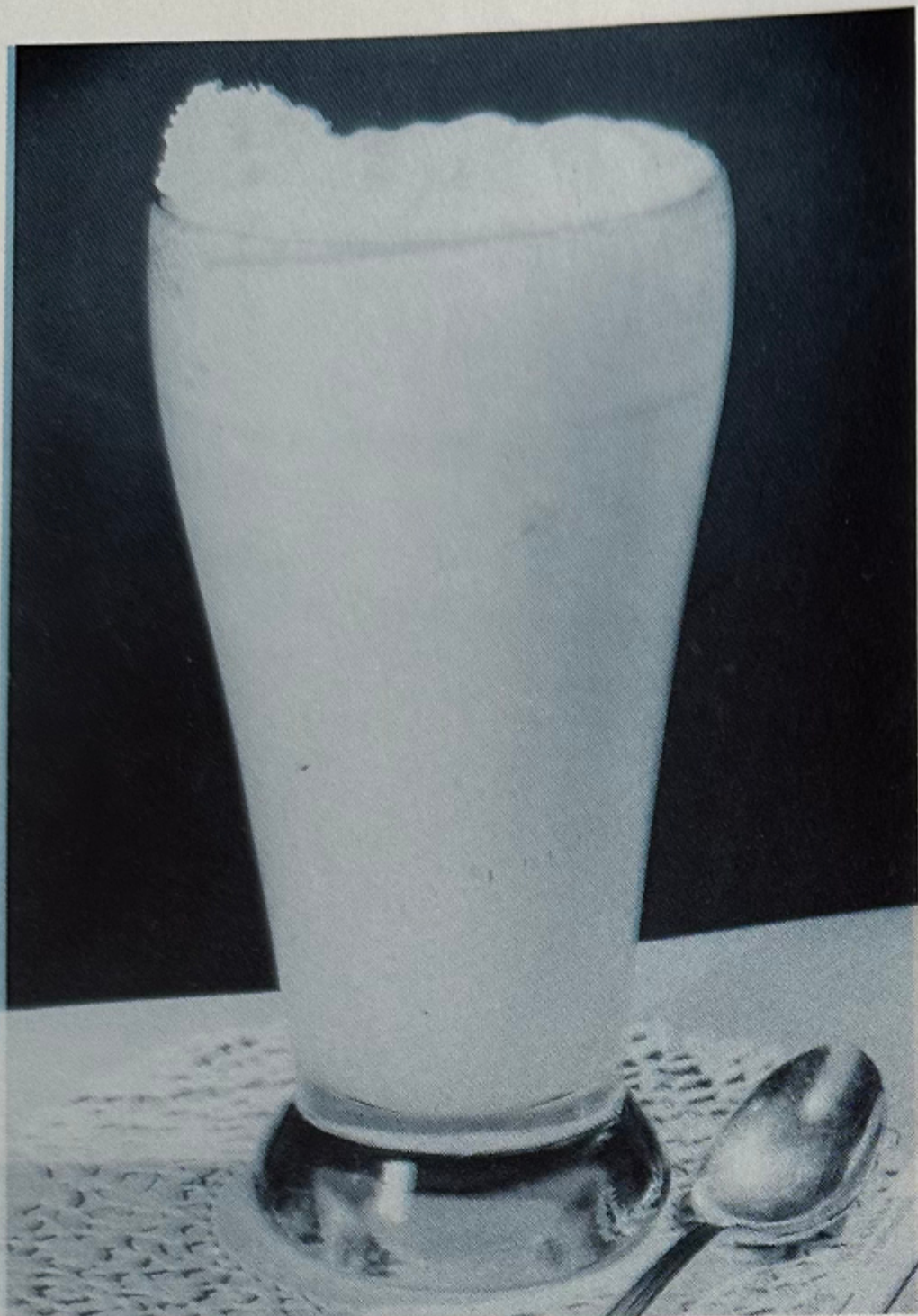
PAPER SERVICE

Ingredients:

Orange Syrup — Lemon Juice or Acid Phosphate — Orange Ice Cream or Vanilla Ice Cream and Orange Sherbet or Fruit Ice — Carbonated Water — Slice of Orange

Procedure:

Into a clean paper soda service place 1½ ounces of orange syrup and a dash of acid phosphate or lemon juice. Add a soda spoon of Ice Cream or whipped cream or 1½ ounces coffee cream. Blend and draw 1 ounce coarse stream carbonated water into the service and then continue with fine stream until paper service is ¾ths full. Float into the carbonated mixture 2 #24 dippers of orange Ice Cream or vanilla Ice Cream or 1 #24 dipper of vanilla Ice Cream and 1 #24 dipper of orange sherbet or fruit ice. If the paper service is not full, finish filling with coarse or fine stream carbonated water. Garnish with a slice of orange.



VANILLA ICE CREAM SODA

Ingredients:

Vanilla Syrup
Ice Cream, whipped cream or coffee cream
Vanilla Ice Cream
Carbonated Water
Whipped Cream

Procedure:

Into a soda glass or paper cup put $1\frac{1}{2}$ ounces of Vanilla syrup. Stir into this a soda spoon of Ice Cream or whipped cream or $1\frac{1}{2}$ oz. coffee cream. Fill glass three-fourths full with fine stream carbonated water. Float into carbonated water 2 #24 dippers of Vanilla Ice Cream. If glass is not full, finish filling with the coarse stream carbonated water. Top with whipped cream.

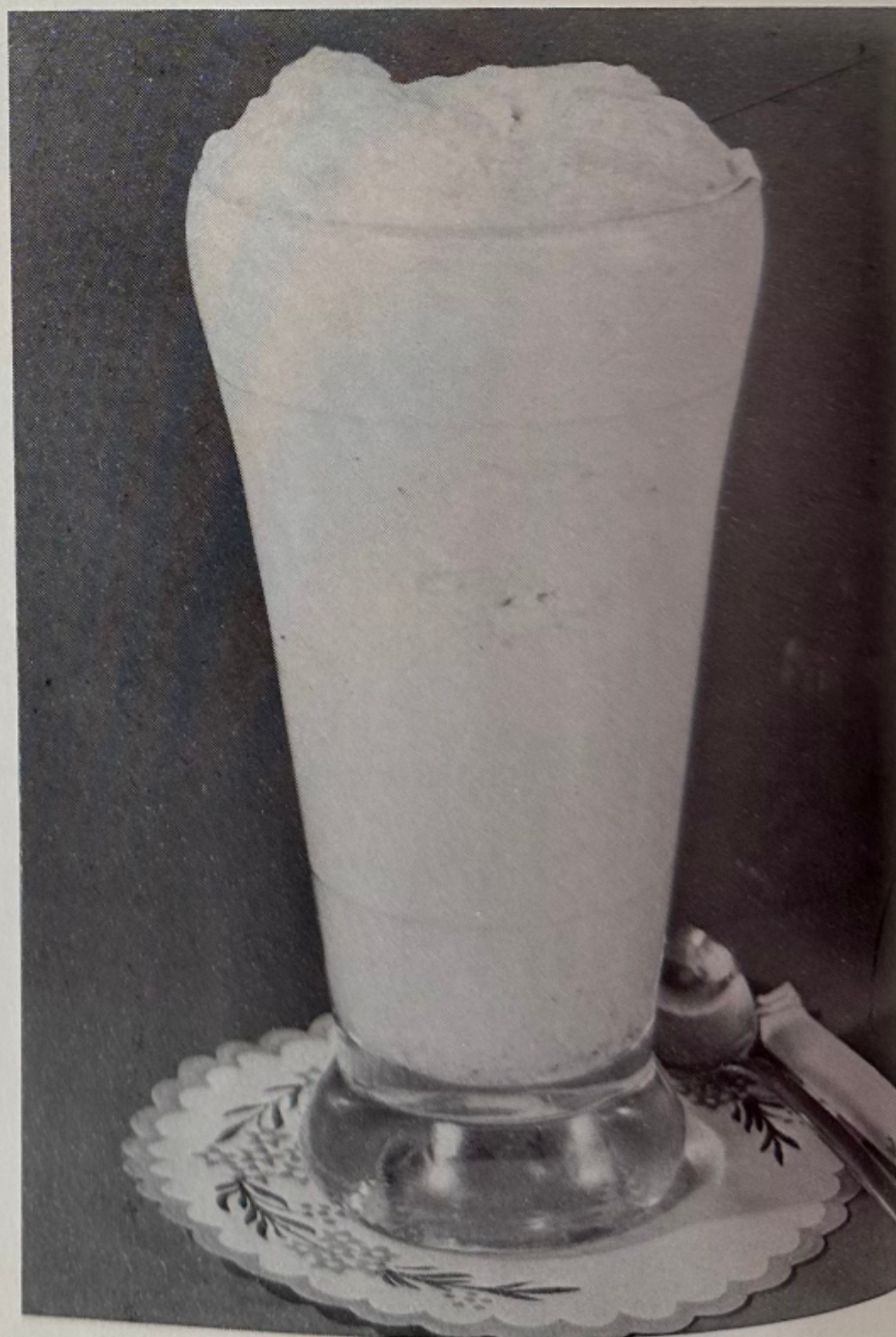
COFFEE ICE CREAM SODA

Ingredients:

Coffee Syrup
Ice Cream or whipped cream or coffee cream
Coffee Ice Cream
Carbonated Water

Procedure:

Into a 14 ounce soda glass or paper cup put $1\frac{1}{2}$ ounces of Coffee Syrup. Stir into this a soda spoon of Ice Cream or Whipped Cream or $1\frac{1}{2}$ oz. Coffee Cream. Fill glass three-fourths full with fine stream of carbonated water. Add 2 #24 dippers of Coffee Ice Cream. Finish filling glass with fine stream of carbonated water. Top with whipped cream.



BROADWAY ICE CREAM SODA

Ingredients:

Chocolate Syrup
Ice Cream or Whipped Cream or Coffee Cream
Coffee Ice Cream
Carbonated Water
Whipped Cream

Procedure:

Into a soda glass or paper service, put 1½ oz. chocolate syrup. Stir in 1 soda spoon Ice Cream or whipped cream or 1½ oz. coffee cream. Add fine stream carbonated water until the glass is ¾ths full. Then float into the carbonated mixture 2 #24 dippers coffee Ice Cream. If the glass is not full, finish filling with the coarse stream carbonated water. Top with whipped cream.



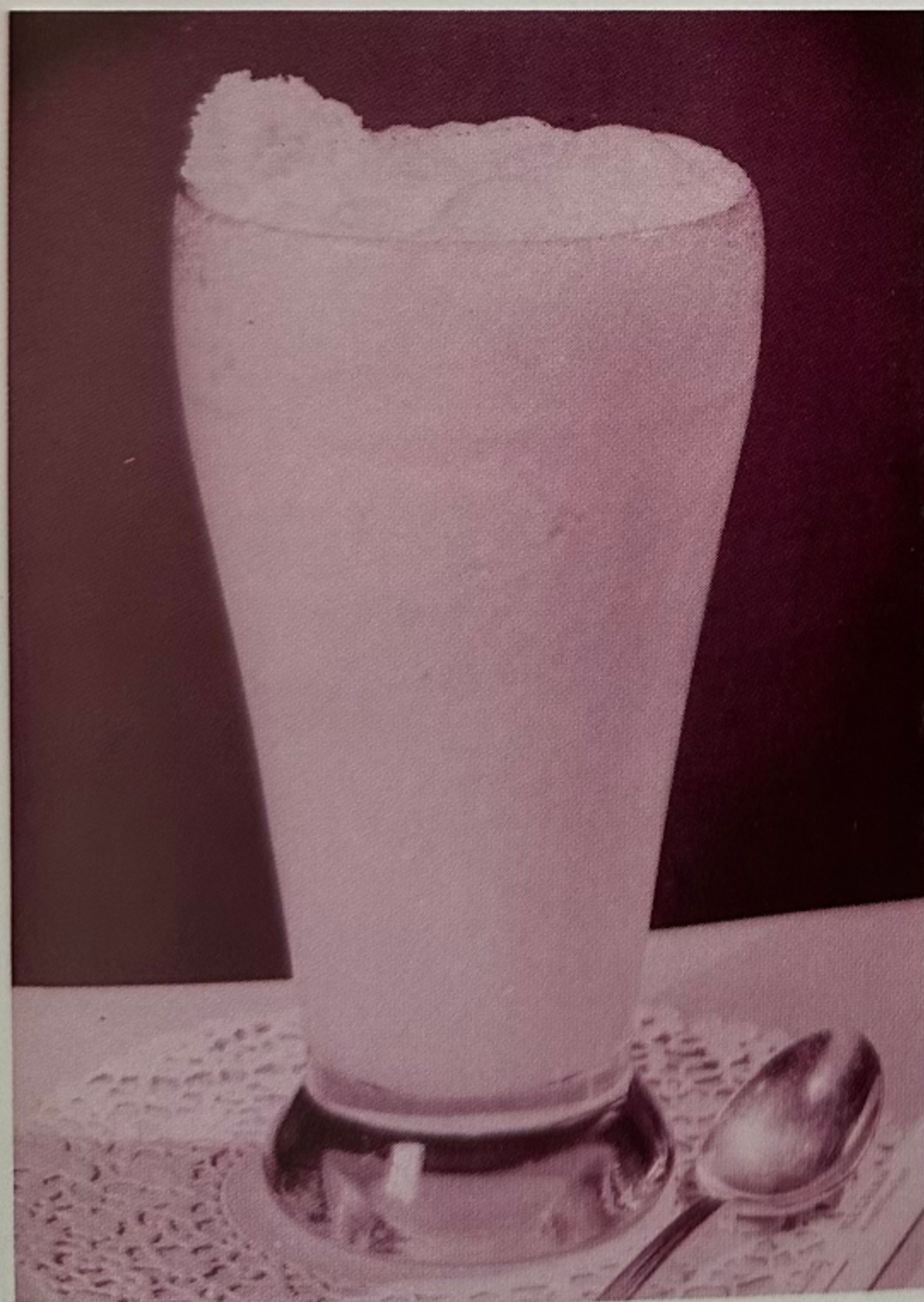
ROOT BEER ICE CREAM SODA

Ingredients:

Root Beer Syrup
Ice Cream, Whipped Cream or Coffee Cream
Vanilla Ice Cream
Carbonated Water
Whipped Cream

Procedure:

Into a soda glass or paper service put 1½ oz. root beer syrup. Add 1 soda spoon whipped cream or Ice Cream or 1½ oz. coffee cream and blend. Add fine stream carbonated water until the glass is ¾ths full. Float into the carbonated mixture 2 #24 dippers Vanilla Ice Cream. If glass is not full, finish filling with coarse stream carbonated water. Top with whipped cream.



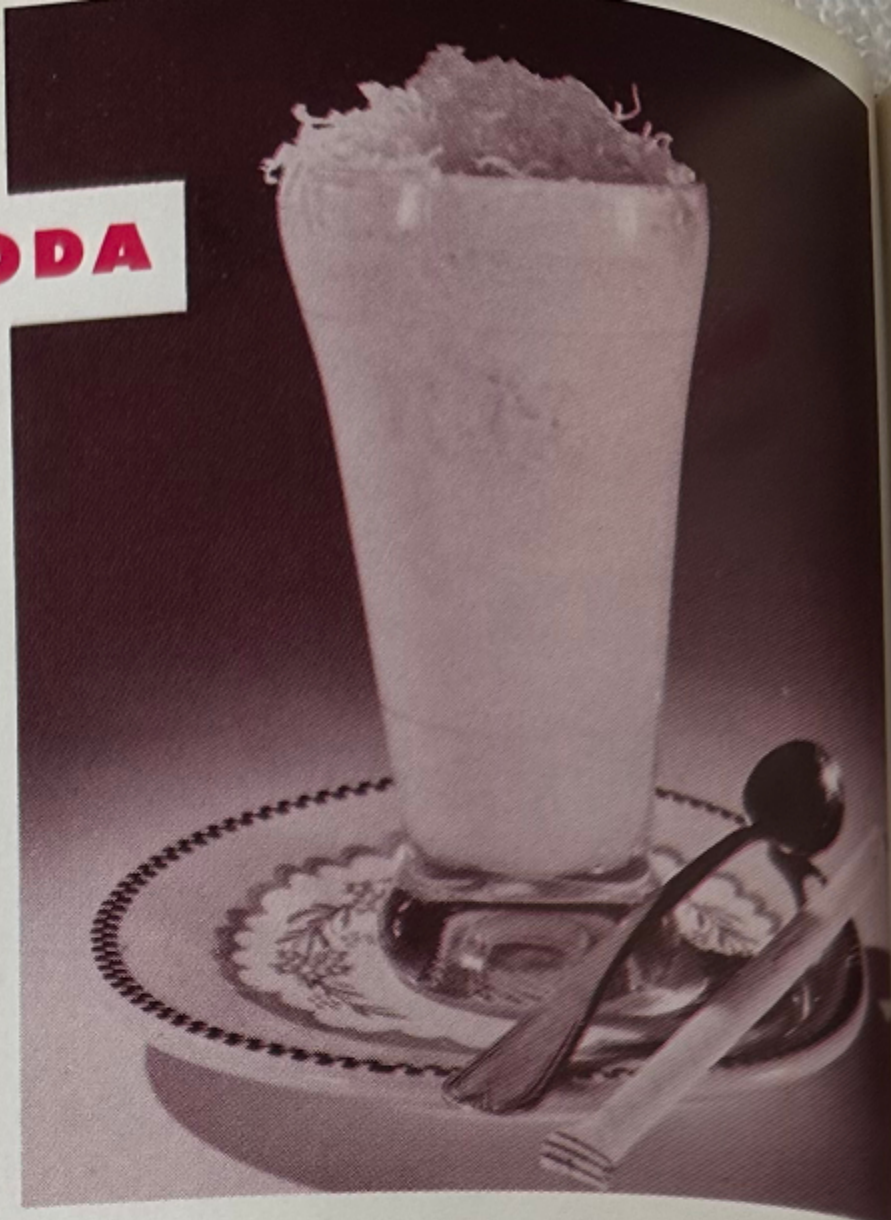
PINEAPPLE COCONUT ICE CREAM SODA

Ingredients:

Whipped Cream
Pineapple Syrup
Pineapple Ice Cream
Ice Cream, whipped cream or coffee cream
Carbonated Water
Shredded Coconut

Procedure:

Into a 14 ounce soda glass or paper cup, put 1½ ounces of Pineapple Syrup. Stir into this a soda spoon of Ice Cream or whipped cream or 1½ oz. coffee cream. Fill three-fourths full with fine stream carbonated water. Float into the carbonated mixture 2 #24 dippers of Pineapple Ice Cream. If glass is not full, finish filling glass with fine stream carbonated water. Top with a soda spoon crushed pineapple, and sprinkle shredded coconut over the entire top.



PINEAPPLE-CHERRY ICE CREAM SODA

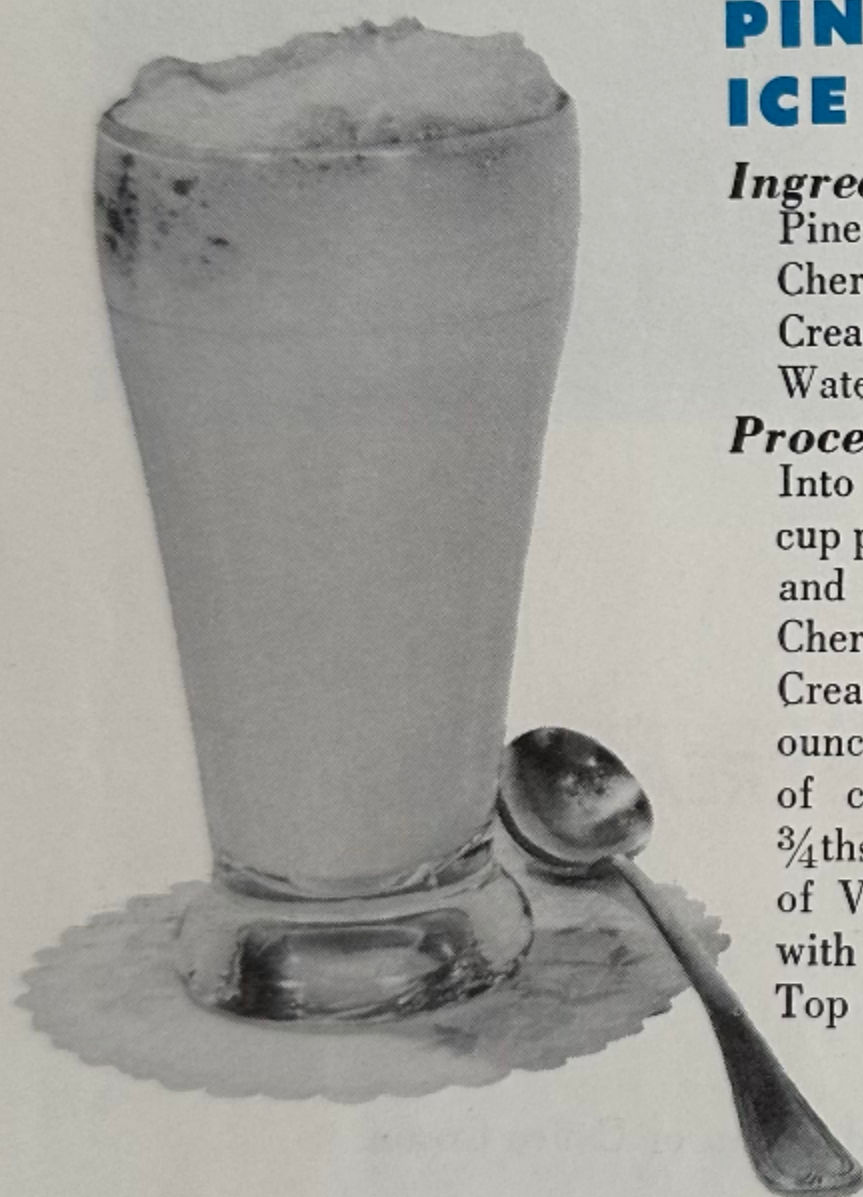
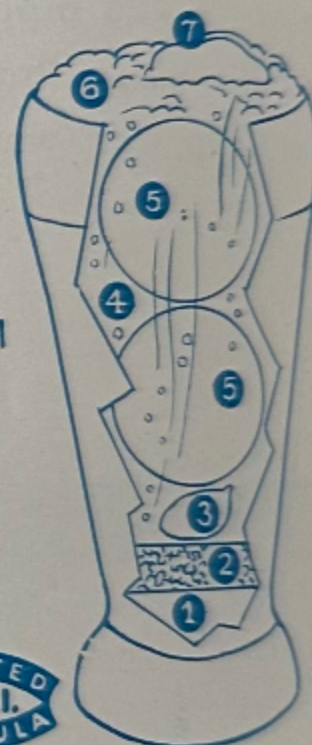
Ingredients:

Pineapple Syrup • Crushed Burgundy Cherries • Ice Cream, Whipped Cream or Coffee Cream • Carbonated Water • Vanilla Ice Cream.

Procedure:

Into a 14 ounce soda glass or paper cup place ¾ ounce of Pineapple Syrup and ¾ ounce Crushed Burgundy Cherries. Stir in a soda spoon of Ice Cream or whipped cream or 1½ ounces coffee cream. Add fine stream of carbonated water until glass is ¾ths full. Then add 2 #24 dippers of Vanilla Ice Cream and finish off with fine stream carbonated water. Top with Whipped Cream.

- ① ¾ OZ. PINEAPPLE SYRUP
- ② ¾ OZ. CRUSHED BURGUNDY CHERRIES
- ③ 1 SODA SPOON ICE CREAM OR WHIPPED CREAM OR 1½ OZ. COFFEE CREAM
- ④ CARBONATED WATER
- ⑤ 2 #24 DIPPERS VANILLA ICE CREAM
- ⑥ CARBONATED WATER
- ⑦ WHIPPED CREAM



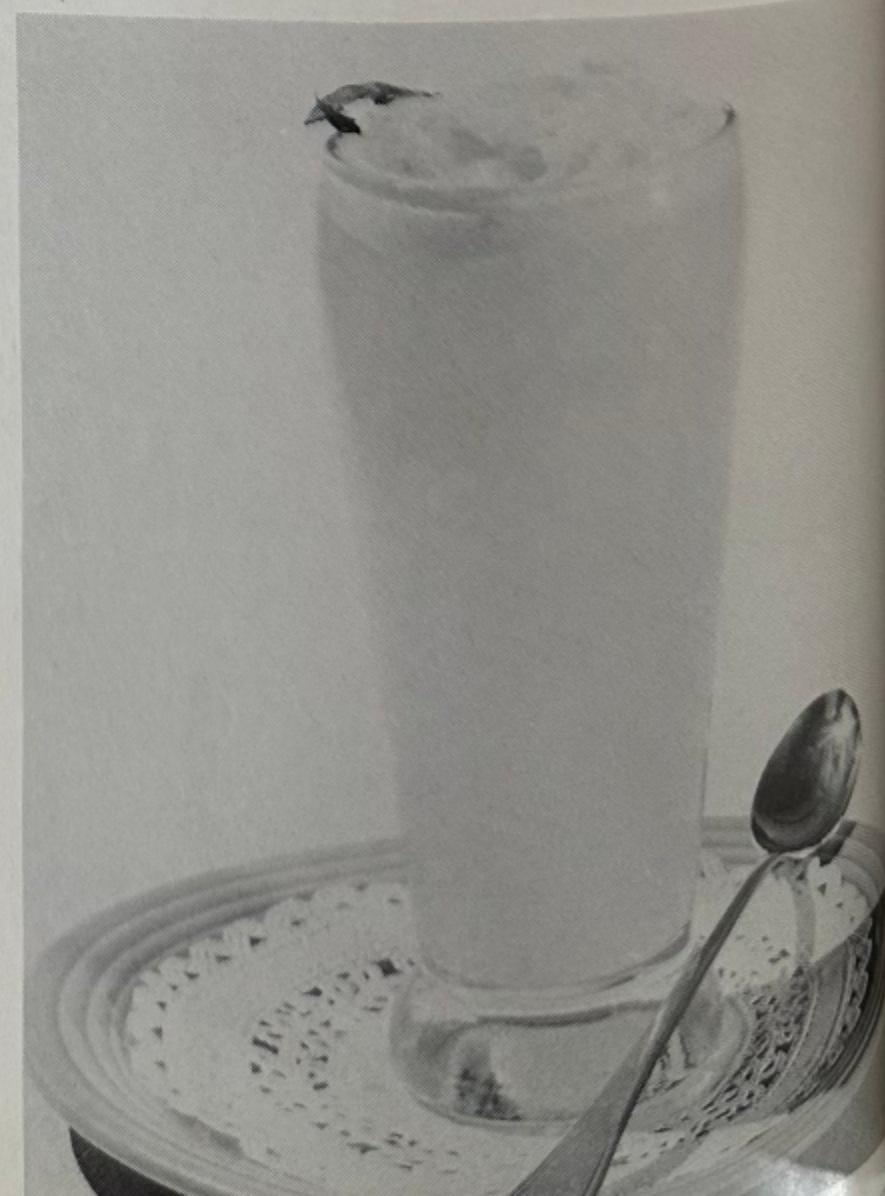
FRUIT SALAD ICE CREAM SODA

Ingredients:

Fruit Salad Topping
Ice Cream, whipped cream or coffee cream
Vanilla Ice Cream
Carbonated Water
Whipped Cream

Procedure:

Into a soda glass or paper cup place 1½ oz. fruit salad topping. Add 1 soda spoon Ice Cream or whipped cream or 1½ oz. coffee cream. Blend well, then add fine stream carbonated water until the glass is ¾ths full. Float into the carbonated mixture 2 #24 dippers Vanilla Ice Cream. If glass is not full, finish filling with coarse or fine stream carbonated water. Top with whipped cream.



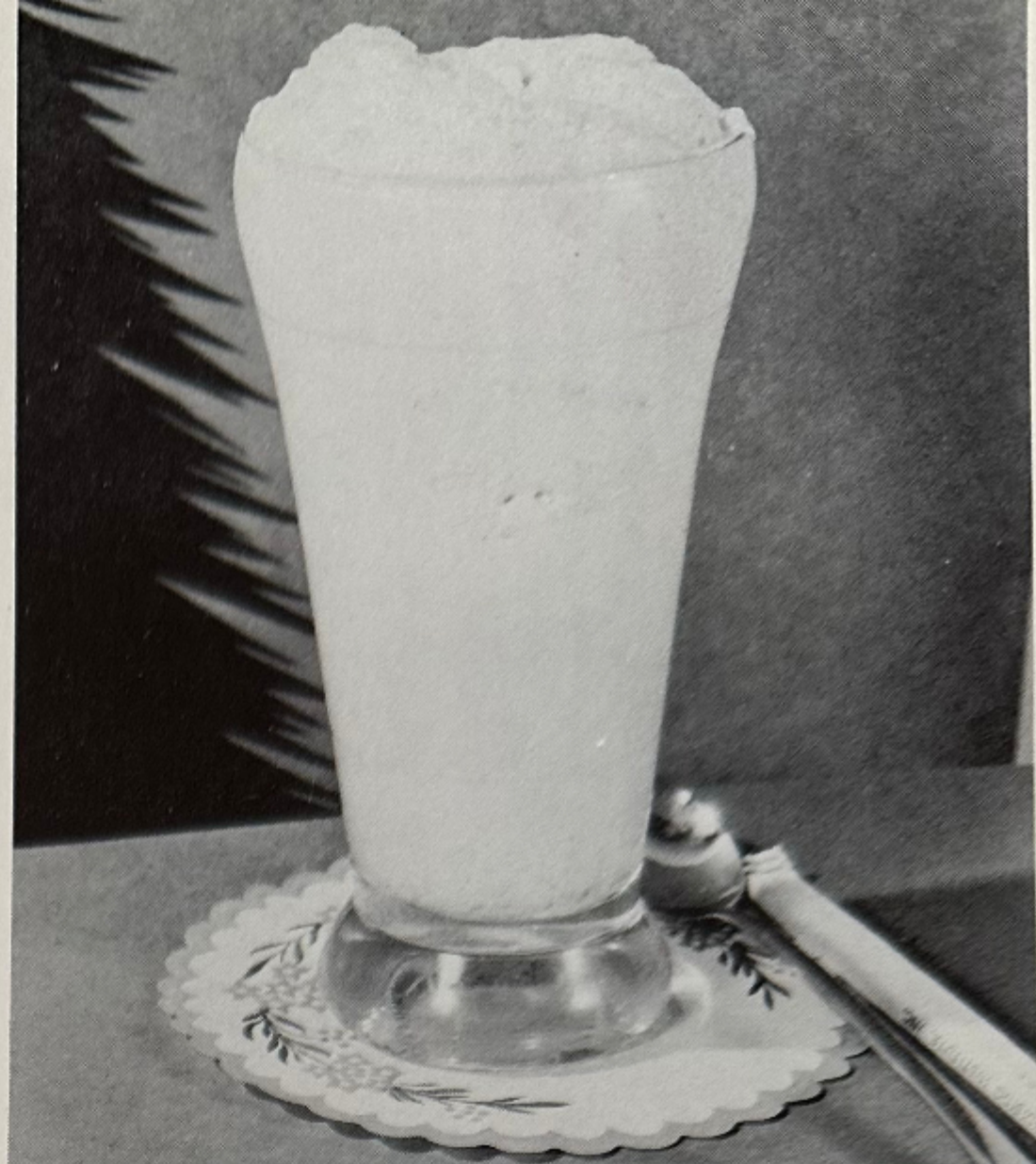
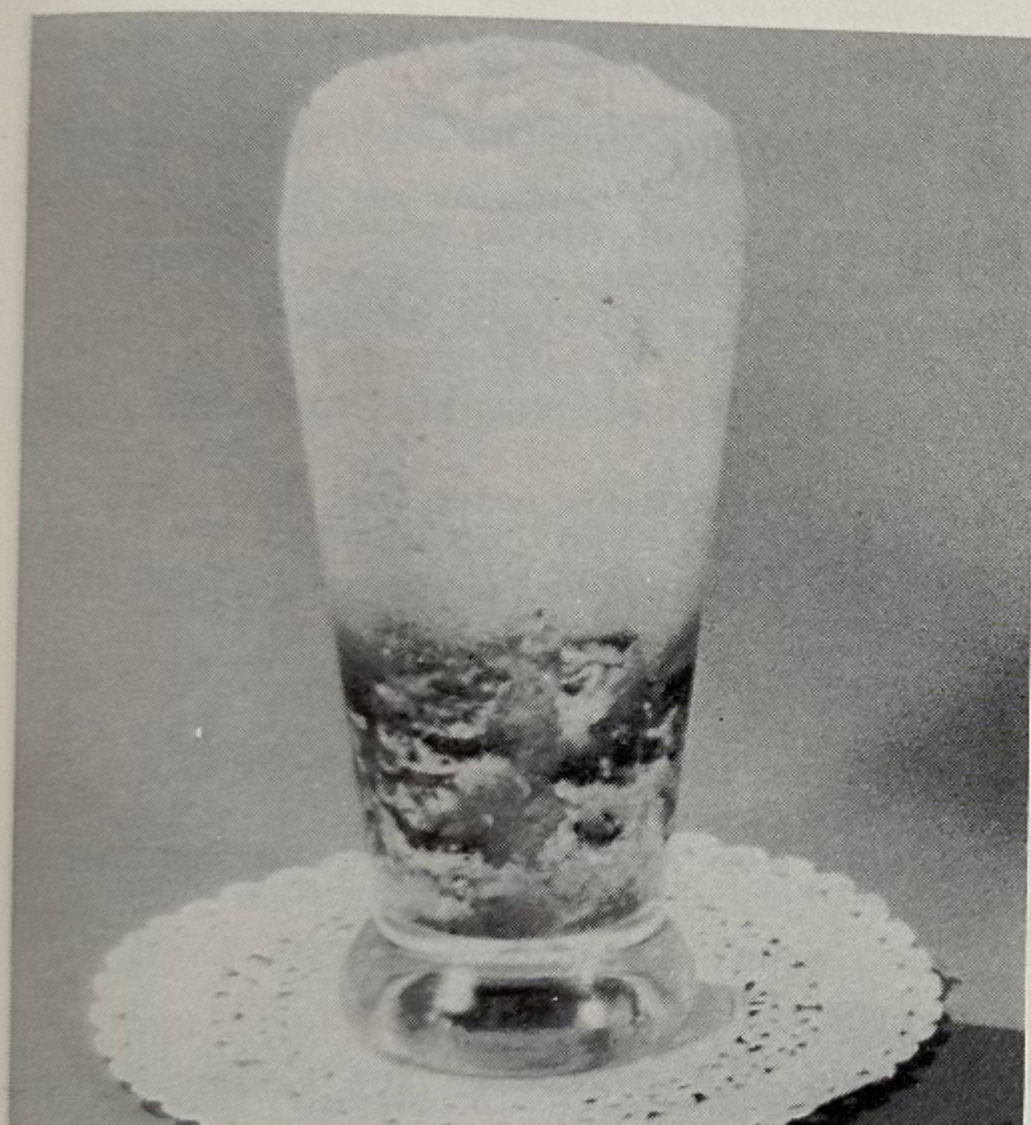
BANANA ICE CREAM SODA

Ingredients:

Crushed Bananas in Syrup
Ice Cream, Whipped Cream or Coffee Cream
Vanilla Ice Cream
Carbonated Water
Whipped Cream

Procedure:

Into a soda glass put $1\frac{1}{2}$ ounces crushed bananas in syrup. Add a soda spoon of whipped cream or Ice Cream or $1\frac{1}{2}$ ounces coffee cream. Blend well, then fill the glass $\frac{3}{4}$ th full with fine stream carbonated water. Float into the carbonated mixture 2 #24 dippers vanilla Ice Cream. If the glass is not full, finish filling with the coarse or fine stream carbonated water. Top with whipped cream.



BLUEBERRY ICE CREAM SODA

Ingredients:

Fresh Crushed Blueberries
Ice Cream, Whipped Cream or Coffee Cream
Vanilla Ice Cream
Carbonated Water
Whipped Cream

Procedure:

Into a soda glass put $1\frac{1}{2}$ ounces crushed fresh blueberries. Add 1 soda spoon Ice Cream or whipped cream, or $1\frac{1}{2}$ ounces coffee cream. Mix well and add fine stream carbonated water until the glass is $\frac{3}{4}$ ths full. Then float into the carbonated mixture 2 #24 dippers vanilla Ice Cream. If glass is not full, finish filling with coarse or fine stream carbonated water. Top with whipped cream.

RASPBERRY ICE CREAM SODA

Ingredients:

Raspberry Syrup
Ice Cream, Whipped Cream or Coffee Cream
Vanilla Ice Cream
Carbonated Water

Procedure:

Into a soda glass or paper cup put $1\frac{1}{2}$ ounces raspberry syrup, add 1 soda spoon Ice Cream or whipped cream, or $1\frac{1}{2}$ ounces coffee cream. Add fine stream carbonated water until the glass is $\frac{3}{4}$ ths full. Float into the carbonated mixture, 2 #24 dippers of vanilla or raspberry Ice Cream. If glass is not full, finish filling with coarse stream carbonated water. Garnish with whipped cream.





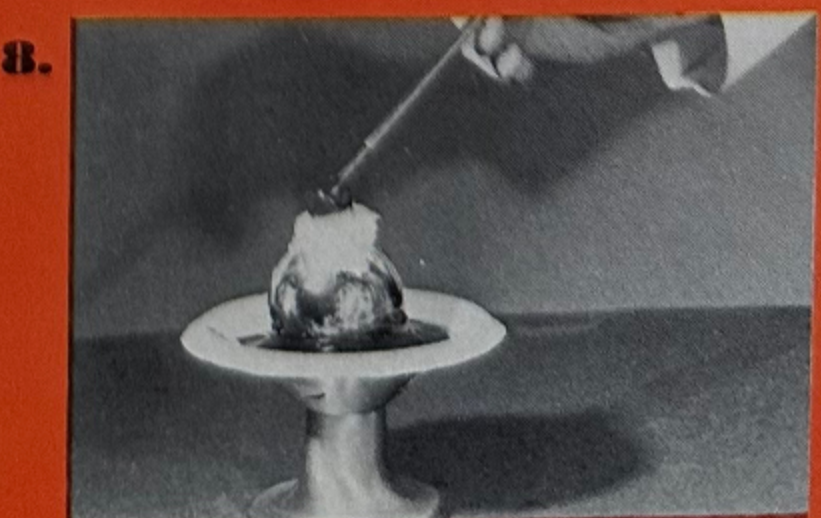
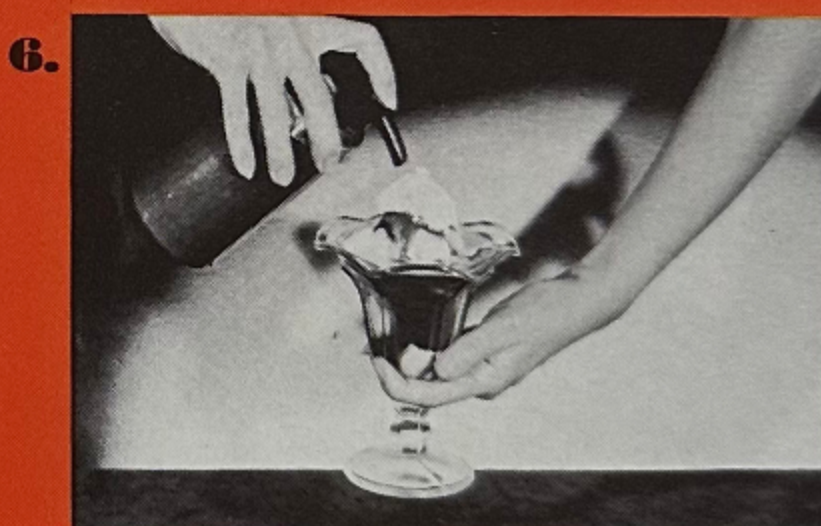
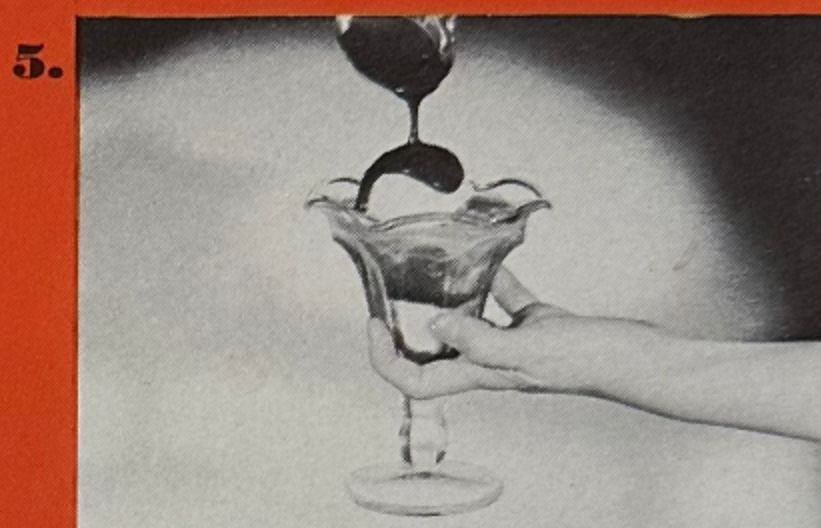
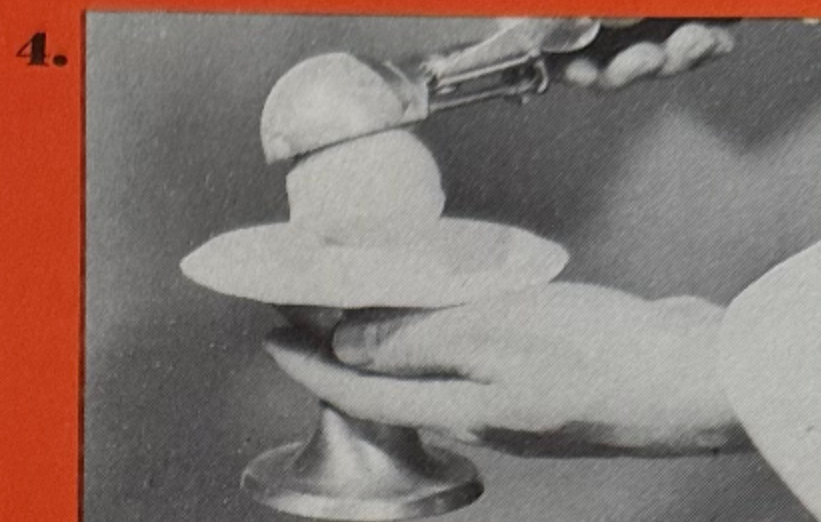
sundaes



Sundaes are one of the "Big Four" staple, Ice Cream services, as shown by customer purchases. There are many possible combinations. The sundae may be served at the soda fountain, tea room, restaurant, hotel, alone or with meals, thus making it most adaptable for all types of stores and services. When formulas are followed, sundaes are sure profit makers, not only because they stimulate sales but because each yields a very satisfactory gross and a good net profit. Sundae combinations are almost without number. The alert dispenser can capitalize on the public acceptance of this Ice Cream service to present new and attractive eye appealing, taste-tempting versions.

Suggest sundaes made from "Take Home" Ice Cream.

Steps in making a Basic Sundae



For your guidance the basic steps in making a sundae are pictured here. These basic steps can be adapted to the making of virtually any sundae. The first explanation below tells you how the basic sundae is made.

1. Select a clean sparkling sundae dish that isn't chipped or cracked, or a clean paper service, and hold the dish between your fingers and close to the bottom of the bowl.
2. Pour $\frac{1}{2}$ oz. of topping into the bottom of the dish in making the basic sundae.
3. Add 2 No. 20 dippers of Ice Cream.
4. Into a clean paper sundae service, put 1 #20 dipper of Ice Cream. On top of the first dip place another #20 dipper of Ice Cream pressing down lightly to hold the second dip firmly on top.
5. Cover the Ice Cream in the basic sundae with 1 oz. of topping. In the basic sundae in paper service cover the Ice Cream with $1\frac{1}{2}$ oz. of topping.
6. Garnish with whipped cream.
7. Decorate with a cherry.
8. Garnish with whipped cream and top with a cherry.

HOT FUDGE SUNDAE

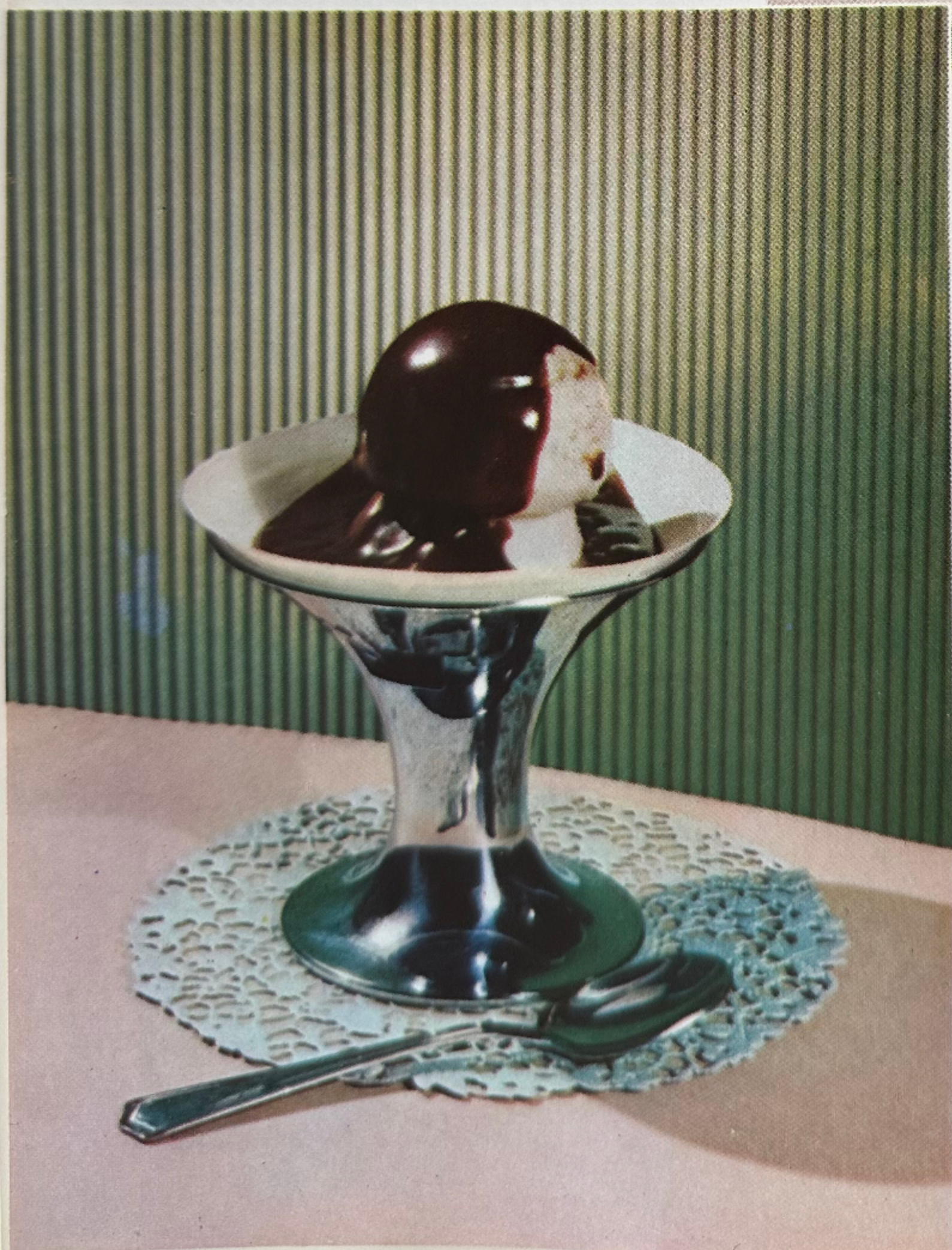
GLASS SERVICE

Ingredients:

Vanilla Ice Cream
Hot Fudge Topping

Procedure:

Into a sparkling clean tulip sundae dish put $\frac{1}{2}$ ounce hot fudge. Add 2 #20 dippers of vanilla Ice Cream. Cover with 1 ounce hot fudge. Serve on a doily or doily covered plate with clean spoon, napkin, glass of water.



PAPER SERVICE

Ingredients:

Vanilla Ice Cream
Hot Fudge Topping

Procedure:

Into a clean paper service place 1 #20 dipper of vanilla Ice Cream. On top of the first dip of Ice Cream place another #20 dipper of vanilla Ice Cream. Press down lightly to hold the second dip of Ice Cream firmly on top to assure an attractive and eye appealing service. Cover the Ice Cream with $1\frac{1}{2}$ ounces of hot fudge. Serve on a doily with spoon, napkin, glass of water.

CHOCOLATE SUNDAE

GLASS SERVICE

Ingredients:

Vanilla Ice Cream
Chocolate Fudge Topping
Whipped Cream
Cherry

Procedure:

Into a clean sparkling tulip sundae dish put $\frac{1}{2}$ ounce chocolate fudge topping. Add 2 #20 dippers of vanilla Ice Cream, cover with one ounce of chocolate fudge topping. Garnish with whipped cream and top with a cherry.



PAPER SERVICE

Ingredients:

Vanilla Ice Cream
Chocolate Fudge Topping
Whipped Cream
Cherry

Procedure:

Into a clean paper sundae service, place 1 #20 dipper of Ice Cream. On top of the first dip place another #20 dipper of Ice Cream pressing down lightly to hold the second dip firmly on top, assuring an attractive and eye appealing service. Cover the Ice Cream with $1\frac{1}{2}$ ounces of chocolate fudge topping. Garnish with whipped cream and top with a cherry.



CHOCOLATE NUT SUNDAE

GLASS SERVICE

Ingredients:

Vanilla Ice Cream
Heavy Chocolate Syrup
Chopped Nuts
Whipped Cream
Cherry

Procedure:

Into a sparkling, clean crimp sundae glass, place $\frac{1}{2}$ ounce heavy chocolate syrup. Add two #20 dippers of vanilla Ice Cream. Cover with one ounce of heavy chocolate syrup and sprinkle with coarsely chopped nuts. Garnish with a rosette of whipped cream and top with a cherry.



PAPER SERVICE

Ingredients:

Vanilla Ice Cream
Heavy Chocolate Syrup
Chopped Nuts
Whipped Cream
Cherry

Procedure:

Into a clean paper sundae service, place one #20 dipper vanilla Ice Cream. Place another #20 dipper of Ice Cream on top of the first, pressing lightly to hold the second dip firmly on top and assure an attractive, eye appealing service. Cover the Ice Cream with $1\frac{1}{2}$ ounces heavy chocolate syrup. Sprinkle with coarsely chopped nuts. Garnish with a rosette of whipped cream and top with a cherry.



CHOCOLATE PEANUT SUNDAE

GLASS SERVICE

Ingredients:

Chocolate Topping
Vanilla Ice Cream
Spanish Salted Peanuts

Procedure:

Into a clean sparkling crimp sundae dish put $\frac{1}{2}$ ounce of chocolate topping. Add 2 No. 20 dippers of vanilla Ice Cream. Cover the Ice Cream with 1 ounce of chocolate topping. Garnish with Spanish salted peanuts as shown in the picture.



PAPER SERVICE

Ingredients:

Chocolate Topping
Vanilla Ice Cream
Spanish Salted Peanuts

Procedure:

Into a clean paper service place 1 No. 20 dipper of vanilla Ice Cream. Place another No. 20 dipper of vanilla Ice Cream on top of the first dip, pressing down lightly to hold the second dip firmly on top to assure an attractive and eye appealing service. Cover the Ice Cream with $1\frac{1}{2}$ ounces chocolate topping. Garnish with Spanish salted peanuts as shown in the picture.



MARSHMALLOW CHOCOLATE SUNDAE

GLASS SERVICE

Ingredients:

Chocolate Ice Cream
Marshmallow Topping
Whipped Cream
Cherry

Procedure:

Into a sparkling clean tulip sundae dish place $\frac{1}{2}$ ounce marshmallow. Add 2 #20 dippers of chocolate Ice Cream. Cover the Ice Cream with 1 ounce of marshmallow. Decorate with a rosette of whipped cream and garnish with a cherry.



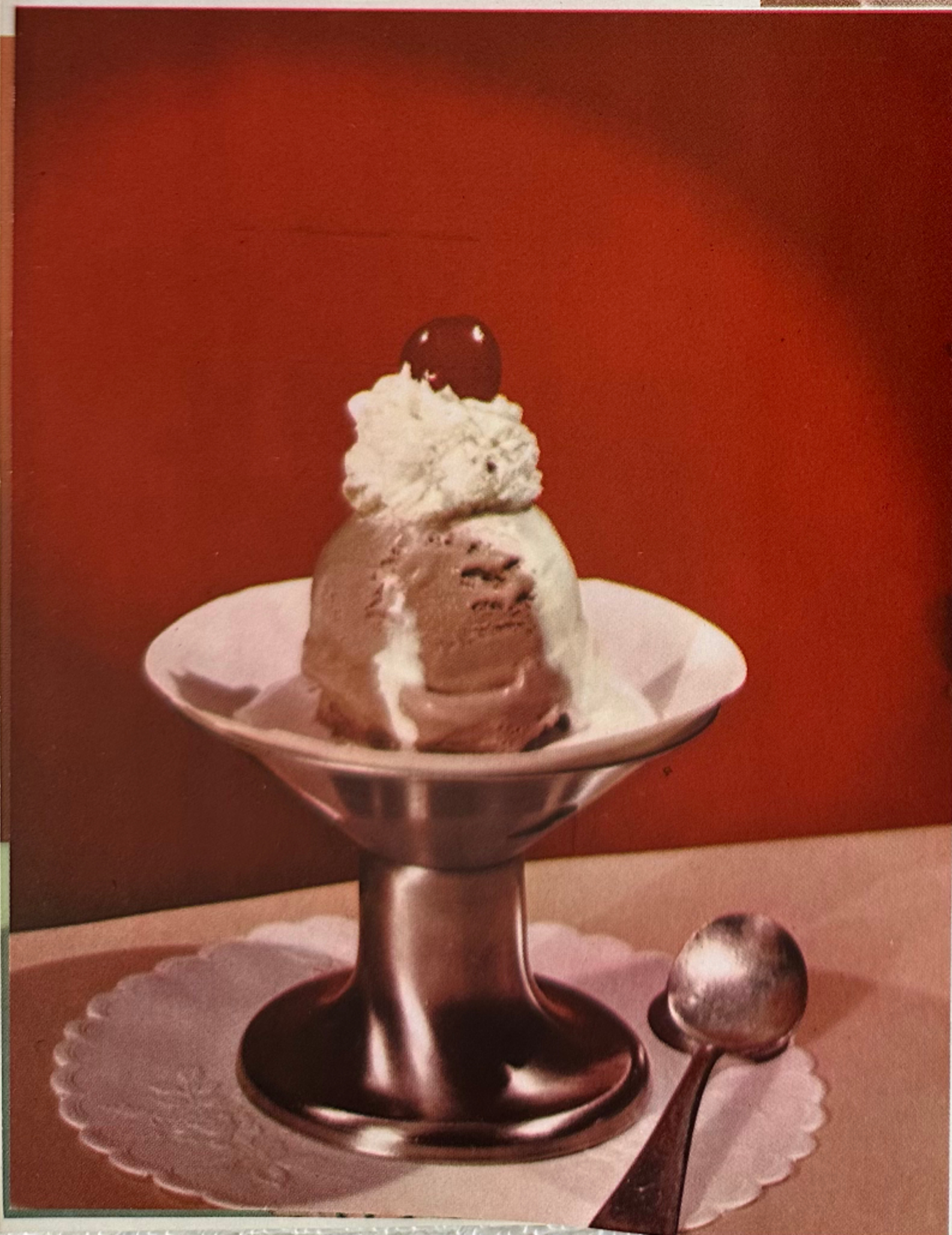
PAPER SERVICE

Ingredients:

Chocolate Ice Cream
Marshmallow Topping
Whipped Cream
Cherry

Procedure:

Into a clean paper service place 1 #20 dipper of chocolate Ice Cream. Place another #20 dipper of chocolate Ice Cream on top of the first dip, pressing down lightly to hold second dip firmly on top to assure an attractive and eye appealing service. Cover the Ice Cream with $1\frac{1}{2}$ ounces of marshmallow. Decorate with a rosette of whipped cream and garnish with a cherry.



CHOCOLATE BANANA SUNDAE

GLASS SERVICE

Ingredients:

Vanilla Ice Cream
Chocolate Topping
Banana Slices
Whipped Cream

Procedure:

Into a clean, sparkling tulip sundae dish put $\frac{1}{2}$ ounce chocolate topping. Add 2 #20 dippers of vanilla Ice Cream. Cover with 1 ounce of chocolate topping. Place 6 slices of banana around the edge of the dish. Garnish with whipped cream. Top with a banana slice.



PAPER SERVICE

Ingredients:

Vanilla Ice Cream
Chocolate Topping
Banana Slices
Whipped Cream

Procedure:

Place 1 #20 dipper of vanilla Ice Cream into a clean paper service. On top of the first dip of Ice Cream place another #20 dip of Ice Cream, pressing down lightly to hold the second dip firmly on top, assuring an attractive and eye appealing service. Cover the Ice Cream with $1\frac{1}{2}$ ounces chocolate topping. Place six slices of banana around the edge of the paper service. Garnish with whipped cream. Top with a banana slice.



STRAWBERRY SUNDAE

GLASS SERVICE

Ingredients:

Fresh, Frozen or Preserved
Strawberries
Vanilla or Strawberry Ice Cream
Whipped Cream

Procedure:

Into a clean, sparkling tulip sundae glass put $\frac{1}{2}$ ounce fresh, frozen or preserved strawberries. Add 2 #20 dippers of vanilla or strawberry Ice Cream. Cover with 1 ounce fresh, frozen, or preserved strawberries. Garnish with whipped cream and decorate with a strawberry.



PAPER SERVICE

Ingredients:

Fresh, Frozen or Preserved
Strawberries
Vanilla or Strawberry Ice Cream
Whipped Cream

Procedure:

Into a clean paper service place 1 #20 dipper of vanilla or strawberry Ice Cream. Place another #20 dipper of vanilla or strawberry Ice Cream on top of first dip pressing down lightly to hold second dip firmly on top, to assure an attractive and eye appealing service. Cover the Ice Cream with $1\frac{1}{2}$ ounces fresh, frozen or preserved strawberries. Garnish with whipped cream and decorate with a strawberry.



PINEAPPLE SUNDAE

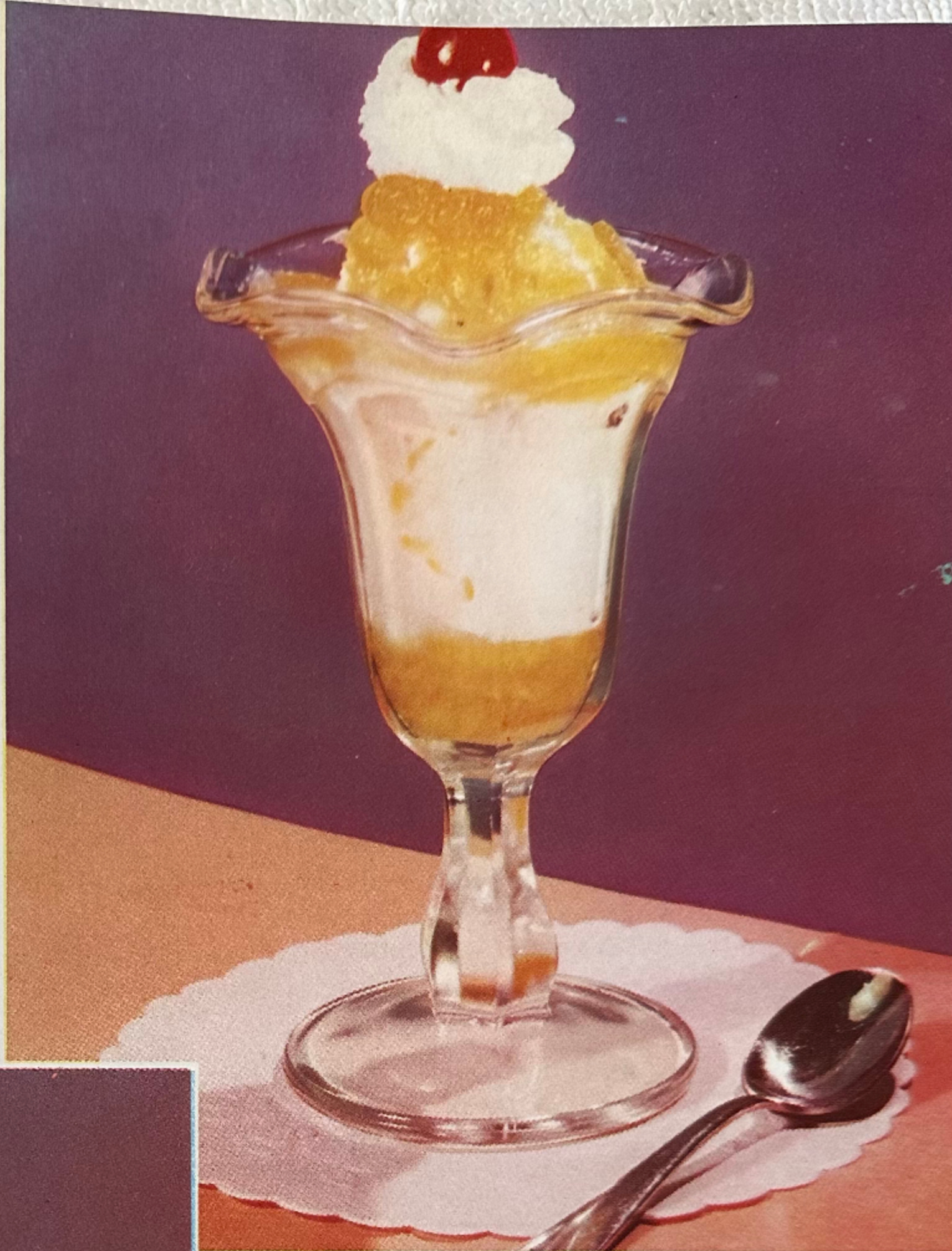
GLASS SERVICE

Ingredients:

Vanilla Ice Cream
Crushed Pineapple
Whipped Cream
Cherry

Procedure:

Into a sparkling clean tulip sundae dish put one half ounce crushed pineapple. Add two #20 dippers of vanilla Ice Cream. Top with one ounce crushed pineapple. Garnish with whipped cream and decorate with a cherry. Serve on a doily with clean spoon, napkin and glass of water.



PAPER SERVICE

Ingredients:

Vanilla Ice Cream
Crushed Pineapple
Whipped Cream
Cherry

Procedure:

Into a clean paper dish place one #20 dipper of vanilla Ice Cream. Place another #20 dipper of vanilla Ice Cream on top of the first pressing down lightly to hold the second dip firmly on top and assure an attractive, eye-appealing service. Cover the Ice Cream with one and one half ounces of crushed pineapple. Garnish with whipped cream and decorate with a cherry. Serve on a doily with a clean spoon, napkin and glass of water.



CRUSHED CHERRY SUNDAE

GLASS SERVICE

Ingredients:

Vanilla Ice Cream
Crushed Cherries
Whipped Cream
Cherry

Procedure:

Into a sparkling clean tulip sundae dish put $\frac{1}{2}$ ounce crushed cherries—use the type of crushed cherries most popular in your neighborhood. Add 2 #20 dippers of vanilla Ice Cream. Top with one ounce crushed cherries. Garnish with whipped cream and decorate with a cherry. Serve on a doily covered plate with clean spoon, napkin and glass of water.



PAPER SERVICE

Ingredients:

Vanilla Ice Cream
Crushed Cherries
Whipped Cream
Cherry

Procedure:

Into a clean paper dish place one #20 dipper of vanilla Ice Cream. Place another #20 dipper of vanilla Ice Cream on top of the first—pressing down lightly to hold the second dipper firmly on top and assure an attractive, eye appealing service. Cover the Ice Cream with $1\frac{1}{2}$ ounces crushed cherries—use the type of crushed cherries popular in your neighborhood. Garnish with whipped cream and decorate with a cherry. Serve on a doily with a clean spoon, napkin and glass of water.



CHERRY MARSHMALLOW NUT SUNDAE

GLASS SERVICE

Ingredients:

Marshmallow
Cherry Vanilla or Vanilla Ice Cream
Chopped Nuts
Whipped Cream
Cherry

Procedure:

Into a sparkling clean tulip glass place $\frac{1}{2}$ ounce marshmallow. Add 2 #20 dips of cherry vanilla Ice Cream. Top with $\frac{1}{2}$ ounce marshmallow. Sprinkle a soda spoon of chopped nuts over all. Garnish with whipped cream and decorate with a cherry. If you use vanilla Ice Cream in making the sundae put $\frac{1}{2}$ ounce of crushed cherries in the bottom of the glass instead of the $\frac{1}{2}$ ounce of marshmallow and continue as above. For added eye appeal you can tint the marshmallow a pink color.



PAPER SERVICE

Ingredients:

Marshmallow
Cherry Vanilla or Vanilla Ice Cream
Chopped Nuts
Whipped Cream
Cherry

Procedure:

Into a clean paper service place 1 #20 dipper of cherry vanilla Ice Cream. Place another #20 dipper of cherry vanilla Ice Cream on top of the first dip, pressing down lightly to hold the second dip firmly on top and assure an attractive and eye appealing service. Cover the Ice Cream with 1 ounce marshmallow. Sprinkle a soda spoon of chopped nuts over all. Garnish with whipped cream and decorate with a cherry. If you use vanilla Ice Cream cover the Ice Cream with $\frac{1}{2}$ ounce crushed cherries. Add $\frac{1}{2}$ ounce marshmallow, then continue as above. For added eye appeal you can tint the marshmallow a pink color.



FRESH PEACH SUNDAE

GLASS SERVICE

Ingredients:

Vanilla Ice Cream
Sliced Fresh, Frozen, Canned or
Preserved Peaches
Whipped Cream

Procedure:

Into a clean, sparkling tulip sundae dish put $\frac{1}{2}$ ounce sliced, fresh, frozen, canned or preserved peaches. Add 2 #20 dippers of vanilla Ice Cream. Cover with 1 ounce sliced fresh, frozen, canned or preserved peaches. Garnish with whipped cream and top with a slice of peach.



PAPER SERVICE

Ingredients:

Vanilla Ice Cream
Sliced fresh, frozen, canned or
preserved peaches
Whipped Cream

Procedure:

Into a clean paper sundae service place 1 #20 dipper of vanilla Ice Cream. Place another #20 dipper of vanilla Ice Cream on top of the first, pressing down lightly to hold the second dip firmly in place and to assure an attractive and eye appealing service. Cover the Ice Cream with $1\frac{1}{2}$ ounces sliced fresh, frozen, canned or preserved peaches. Garnish with whipped cream and top with a slice of peach.

FRUIT COCKTAIL SUNDAE

GLASS SERVICE

Ingredients:

Fruit Cocktail
Vanilla Ice Cream
Whipped Cream
Cherry

Procedure:

Into a clean sparkling crimp sundae dish put $\frac{1}{2}$ ounce fruit cocktail. Add 2 #20 dippers of vanilla Ice Cream. Cover Ice Cream with 1 ounce fruit cocktail. Garnish with whipped cream. Top with a cherry or piece of the fruit cocktail.



PAPER SERVICE

Ingredients:

Fruit Cocktail
Vanilla Ice Cream
Whipped Cream
Cherry

Procedure:

Into a clean paper service place 1 #20 dipper of vanilla Ice Cream. Place another #20 dipper of vanilla Ice Cream on top of the first dip, pressing down lightly to hold second dip firmly on top to assure an attractive and eye appealing service. Cover the Ice Cream with $1\frac{1}{2}$ ounces fruit cocktail. Garnish with whipped cream and top with a cherry or piece of the fruit cocktail.



STROLL AWAY SUNDAE

Ingredients:

Cake Cup or Cake Cuplet
Vanilla Ice Cream
Strawberry Topping

Procedure:

Into a cake cup or cake cuplet place 1 #24 dipper of vanilla Ice Cream. Cover the Ice Cream with 1 ounce of strawberry topping. Place another #24 dipper of vanilla Ice Cream on top of the strawberry topping.



STROLL AWAY NUT SUNDAE

Ingredients:

Cake Cup or Cake Cuplet
Vanilla Ice Cream
Chocolate Topping
Chopped Nuts

Procedure:

Into a cake cup or cake cuplet place 1 #20 or 2 #24 dippers of vanilla Ice Cream. Cover with 1 ounce of chocolate topping and sprinkle with a soda spoon of dry chopped nuts.

FROSTED STRAWBERRY SUNDAE



Ingredients:

Crushed Fresh or
Fresh Frozen Strawberries
Vanilla Ice Cream
Frosted Strawberries
Whipped Cream

Procedure:

Into a sparkling clean tulip sundae dish, place one half ounce of crushed fresh or fresh frozen strawberries. Add two number 20 dippers of vanilla Ice Cream. Surround the Ice Cream with whole frosted strawberries. Top Ice Cream with a rosette of whipped cream and garnish with an additional frosted strawberry. For frosted strawberries roll whole fresh strawberries in confectioners sugar, before placing on the sundae.

SHERBET SUNDAE

GLASS SERVICE

Ingredients:

Vanilla Ice Cream
Orange Sherbet or Fruit Ice
Crushed Pineapple
Slice of Orange
Cherry

Procedure:

Into the center of a clean, sparkling banana split dish, place 1 #24 dipper of vanilla Ice Cream. Place 1 #24 dipper of Orange Sherbet or Fruit Ice on each side of the Ice Cream. At the outer edge of each dipper of Orange Sherbet place $\frac{1}{2}$ slice of orange (see picture on this page). Pour $\frac{1}{2}$ oz. pineapple topping over the vanilla Ice Cream. Garnish center mold with a red cherry.



PAPER SERVICE

Ingredients:

Vanilla Ice Cream
Orange Sherbet or Fruit Ice
Crushed Pineapple
Slice of Orange
Cherry

Procedure:

Into the center of a clean, banana split paper service place 1 #24 dipper of vanilla Ice Cream. Place 1 #24 dipper of Orange Sherbet or Fruit Ice on each side of the Ice Cream. At the outer edge of each dipper of Orange Sherbet place $\frac{1}{2}$ slice of orange (see picture on this page). Pour $\frac{1}{2}$ oz. pineapple topping over the vanilla Ice Cream. Garnish center mold with a red cherry.





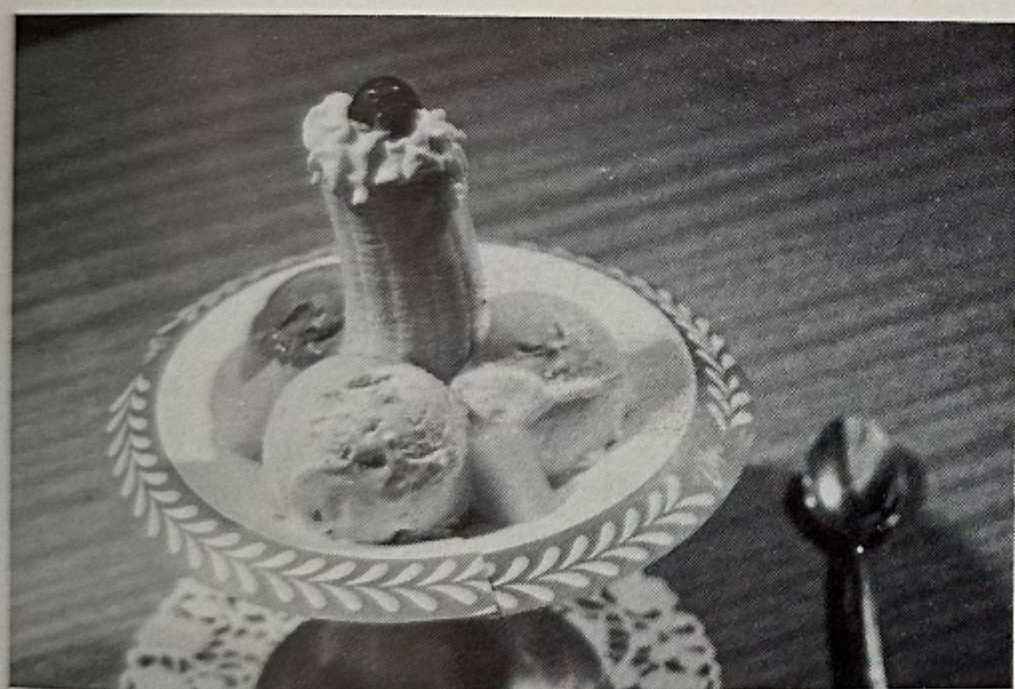
CIRCUS SUNDAE

Into a paper sundae service place one #20 dipper of vanilla or strawberry Ice Cream, Cover the Ice Cream with a small portion of strawberry topping. Garnish with whipped cream and a cherry. Set four animal crackers around the Ice Cream as shown.



BUNNY SUNDAE

Into the bottom of a paper sundae dish, place one half ounce of strawberry topping. Add one #20 dipper of strawberry Ice Cream. At the side, place a #24 dipper of vanilla Ice Cream. Place halves of a lady finger as shown to represent "Bunny" ears, and place raisins on the smaller mold of Ice Cream to make eyes and nose. Run a strip of whipped cream over the center of the strawberry Ice Cream, with a rosette at one side to denote the "cottontail".



BIRTHDAY SUNDAE

Into a flat bottomed paper sundae dish place three #30 dippers of Ice Cream of assorted flavors, such as chocolate, vanilla, strawberry, or Ice Cream flavors available. Insert a pineapple wedge between each ball of Ice Cream as shown. Insert in the center a portion of banana. Top with a rosette of whipped cream and garnish with a cherry.



CLOWN SUNDAE

Into a paper sundae dish place one #20 dipper of Ice Cream. Top with a cone set at an angle to represent a clown's cap. Press two raisins into the Ice Cream to suggest eyes and insert a red cherry as shown to represent the nose. Stripe with whipped cream down the "cap" and around the base of the Ice Cream to suggest the collar of the clown suit.

BANANA WHEEL SUNDAE

GLASS SERVICE

Ingredients:

Vanilla Ice Cream, Banana Slices, Chocolate Topping, Whipped Cream, Cherry

Procedure:

In the bottom of a clean, sparkling crimp glass place one half ounce chocolate topping. Add two #20 dippers of vanilla Ice Cream. Cover the Ice Cream with one ounce of chocolate topping. Place thin banana slices around edge of dish. Garnish with whipped cream and decorate with a whole or half maraschino cherry.



PAPER SERVICE

Ingredients:

Vanilla Ice Cream, Banana Slices, Chocolate Topping, Whipped Cream, Cherry

Procedure:

Place one #20 dipper of vanilla Ice Cream into a clean paper service. On top of the first dip of Ice Cream place another #20 dipper of vanilla Ice Cream, pressing down firmly to assure an attractive and eye-appealing service. Cover the Ice Cream with one and one half ounces chocolate topping. Place thin banana slices around the edge of the paper service. Stripe with whipped cream as shown and decorate with a cherry.

BANANA SKYSCRAPER

Procedure:

Chocolate or Butterscotch Syrup, Banana, Vanilla Ice Cream, Chocolate Ice Cream, Whipped Cream, Cherry

Ingredients:

Into a sparkling clean glass sundae dish, place one half ounce syrup of desired flavor. Add one #24 dipper vanilla Ice Cream. Quarter one medium sized ripe banana by cutting once lengthwise and then once crosswise at center. Place quarters upright with pointed ends of banana up. Drop between banana points one #24 dipper of chocolate Ice Cream. Cover Ice Cream with ounce of syrup. Top with a rosette of whipped cream. Garnish with a red cherry.

For merchandising this sundae, give customers a choice of syrup; strawberry, cherry, pineapple are all good, in addition to those listed. Lithographed banana hands are available through Fruit Dispatch Company, New York City for promotion. You ask your Ice Cream manufacturer.



TWIN SUNDAES

HAPPY PAIR

**PINEAPPLE
COCONUT**

**MARSHMALLOW
FUDGE**

HAPPY PAIR

Ingredients

Pistachio Ice Cream or Green Mint Ice Cream, Raspberry Ice or Sherbet, Black Seedless Raspberry Fruit Special, Whipped Cream, Green Cherry

Procedure

Into a twin sundae dish, put one #20 dipper of pistachio or green mint ice cream and one #20 dipper of raspberry ice or sherbet. Mix one ounce of the seedless raspberry fruit into two tablespoons of whipped cream. Garnish both molds with this mixture. Decorate with whipped cream and a green cherry.

MARSHMALLOW FUDGE

Ingredients

Vanilla Ice Cream, Chocolate Ice Cream, Marshmallow Topping, Chocolate Fudge, Whipped Cream, Chopped Nuts, Maraschino Cherry

Procedure

Into a twin sundae dish place one #20 dipper each of chocolate and vanilla Ice Cream. Cover the chocolate Ice Cream with one ounce marshmallow topping and the vanilla Ice Cream with one ounce chocolate fudge. Garnish with a rosette of whipped cream in the center and sprinkle chopped nuts over it. Insert a maraschino cherry.

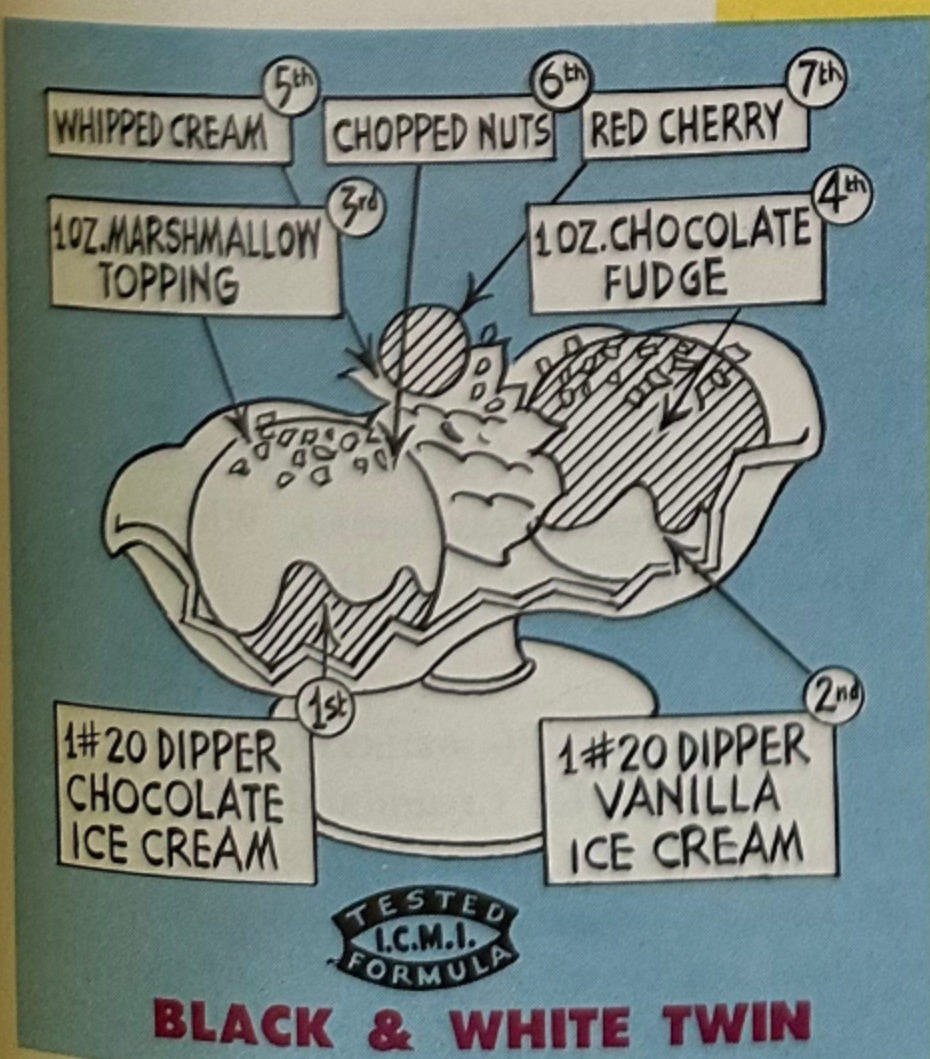
PINEAPPLE COCONUT

Ingredients

Chocolate Ice Cream, Crushed Pineapple, Sliced Bananas, Shredded Coconut, Marshmallow Topping, Pineapple Cube

Procedure

Into a twin sundae dish, put two #20 dippers of chocolate Ice Cream. Over one mold of Ice Cream, place one ounce crushed pineapple—over the other, some sliced bananas. In between the two molds of Ice Cream, a spoon of marshmallow. Sprinkle shredded coconut over the marshmallow, top with a pineapple cube.





STRAWBERRY-BLUEBERRY SUNDAE

Ingredients:

Crushed Strawberries, Vanilla Ice Cream, Crushed Blueberries, Whipped Cream, Red Cherry.

Procedure:

Into a crimped sundae dish, place $\frac{1}{2}$ ounce crushed strawberries and 2 No. 20 dippers Vanilla Ice Cream. Top with 1 ounce crushed blueberries, and garnish with Whipped Cream and a Red Cherry.

This sundae may be featured on Fourth of July as the "Independence Day Special".



CHERRY BANANA SUNDAE

Ingredients:

Vanilla Ice Cream, Fresh Cherries, Banana Slices, Whipped Cream.

Procedure:

Into a tulip sundae dish, place $\frac{1}{2}$ oz. fresh pitted Cherries. Add 2 No. 20 dippers Vanilla Ice Cream. Top with 1 oz. fresh cherries. Place Banana Slices around edge of glass. Top Ice Cream with Whipped Cream and bit of Cherry.



STRAWBERRY SURPRISE

Ingredients:

Orange-Pineapple Ice Cream, Vanilla Ice Cream, Orange Syrup, Crushed Fresh Strawberries, Whipped Cream, Whole Strawberry.

Procedure:

Into a tulip sundae dish, put $\frac{1}{2}$ oz. orange syrup. Add 1 No. 20 dipper Vanilla Ice Cream and 1 No. 20 dipper Orange-Pineapple Ice Cream. Cover with 1 oz. Crushed Fresh Strawberries. Decorate with Whipped Cream and top with a Whole Strawberry.

RED, WHITE & BLUE SUNDAE

Ingredients:

Vanilla Ice Cream, Chopped Maraschino Cherries, Marshmallow Topping, Fresh, Frozen or Preserved Blueberries.

Procedure:

Into a clean paper service, place 1 #20 dipper of vanilla Ice Cream. Place another #20 dipper on top of the first pressing lightly to hold the second dip firmly in place and to assure an attractive and eye-appealing service. Through the center, as shown in the photograph, stripe $\frac{1}{2}$ ounce marshmallow topping. On one side stripe $\frac{1}{2}$ ounce of chopped maraschino cherries, and on the other side, $\frac{1}{2}$ ounce fresh, frozen, or preserved blueberries. Garnish with whipped cream and top with a whole cherry.

LOG CABIN SUNDAE

Ingredients:

Log Cabin Syrup, Chocolate Ice Cream, Pretzel Sticks, Whole Cherry.

Procedure:

Into a sparkling clean tulip sundae glass place one half ounce Log Cabin or maple syrup. Add two #20 dippers of chocolate Ice Cream. Cover Ice Cream with one ounce Log Cabin or maple syrup. Arrange pretzel sticks around Ice Cream as shown in photo. Top with a whole Cherry.

In paper service, place Ice Cream in cup *first*, cover with entire one and one half ounces of Log Cabin or maple syrup, and proceed as above.

CHERRY MARSHMALLOW SUNDAE

Ingredients:

Chocolate Ice Cream, Cherry Marshmallow Topping, Halved Cherries, Stem Cherry.

Procedure:

Into a glass tulip sundae dish, place 1 maraschino cherry. Add 2 #20 dippers of chocolate Ice Cream. Top with $1\frac{1}{2}$ ounces of marshmallow topping. Arrange 4 halves of cherries on marshmallow as shown and garnish with 1 stem cherry.





COFFEE MARSHMALLOW

ingredients:

Chocolate Ice Cream, Coffee Marshmallow Topping, Salted Almonds, Whipped Cream, Red Cherry.

procedure:

Into a crimped sundae dish, place 1/2 oz. Coffee-Marshmallow Topping. Add 2 No. 20 dippers Chocolate Ice Cream. Top with 1 1/2 oz. Coffee-Marshmallow and a spoonful of whole Salted Almonds. Garnish with Whipped Cream and a Red Cherry.

Coffee-Marshmallow Topping. Combine 1 part Coffee Syrup with 3 parts Marshmallow Topping. Whip until thoroughly blended.



COFFEE SALTED ALMOND

ingredients:

Coffee Ice Cream, Maple Syrup, Salted Almonds, Red Cherry.

procedure:

Into a crimped sundae dish, place 1/2 oz. maple syrup. Add 2 No. 20 dippers Coffee Ice Cream. Cover with 1 oz. Maple Syrup. Surround Ice Cream with whole Salted Almonds. Garnish with a Red Cherry. (Maple or Chocolate Ice Cream used in place of Coffee Ice Cream, also makes a very good flavor combination. If these are used, Coffee Syrup may be used instead of Maple Syrup for the topping.)



COFFEE "ROON"

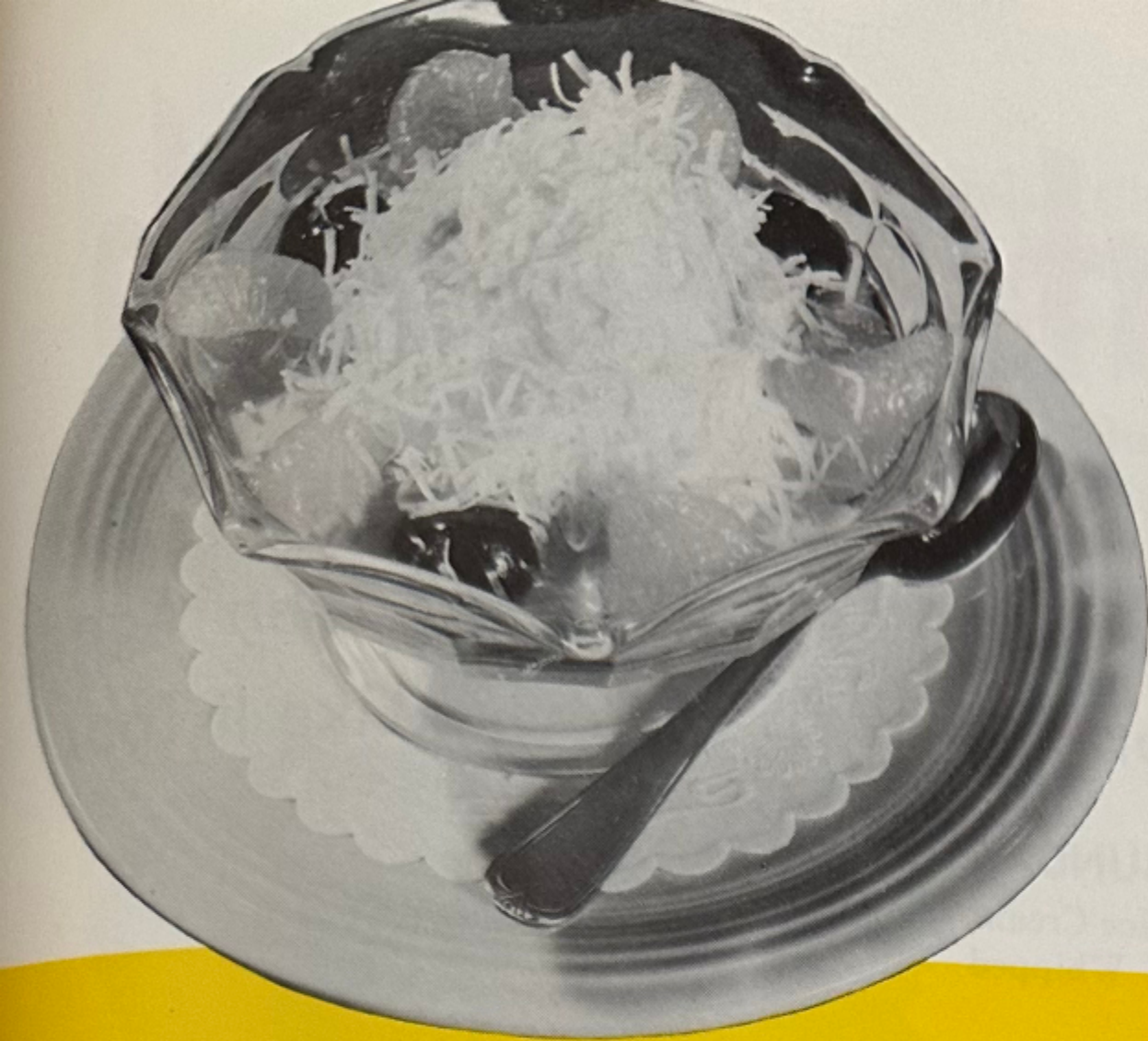
ingredients:

Coffee Ice Cream, Macaroons Crumbs, Whipped Cream, Pineapple Cube.

procedure:

Into a crimped sundae dish, put 1 spoon macaroon crumbs (macaroons are easily crumbled if allowed to dry for about 1 day). Add 2 No. 20 dippers Coffee Ice Cream. Cover with a generous portion of Macaroon Crumbs. Top with Whipped Cream and garnish with a Pineapple Cube.

This sundae can be made using Maple or Chocolate Ice Cream. Change name for the flavor of Ice Cream used.



COCONUT TANGERINE SUNDAE

ingredients: Vanilla Ice Cream, Tangerines, Orange Syrup, Shredded Coconut, Three Green Cherries.

procedure: Into a round sundae dish, put $\frac{1}{2}$ ounce of orange syrup. Add 1 No. 10 dipper of Vanilla Ice Cream. Peel and seed tangerines. Place six segments of the tangerines star-wise away from Ice Cream. In between every two pieces of tangerine, place a green cherry using three cherries in all. Sprinkle with coconut.

STRAWBERRY ROYAL

ingredients: Vanilla Ice Cream, Crushed Strawberries, Chopped Nuts, Whipped Cream, Whole Strawberry.

procedure: Cover the bottom of an Ice Cream bowl or round sundae dish with crushed strawberries. Top with 2 No. 16 dippers of Vanilla Ice Cream. Sprinkle with chopped nuts. Garnish with whipped cream and a whole strawberry.

ICE CREAM BOWL

ingredients: Strawberry Ice Cream, Vanilla Ice Cream, Chocolate Ice Cream, Orange Sherbet.

procedure: Into an Ice Cream bowl or round sundae dish, arrange 1 No. 30 dipper of Strawberry Ice Cream, 1 No. 30 dipper Vanilla Ice Cream, 1 No. 30 dipper of Chocolate Ice Cream. Top with 1 No. 30 dipper Orange Sherbet or fruit ice. Garnish sherbet with whipped cream. Top with a cherry.

NOTE: Any assortment of Ice Cream flavors may be used in making up this service, or half Ice Cream and half sherbet.

CHERRY CREAM NUT

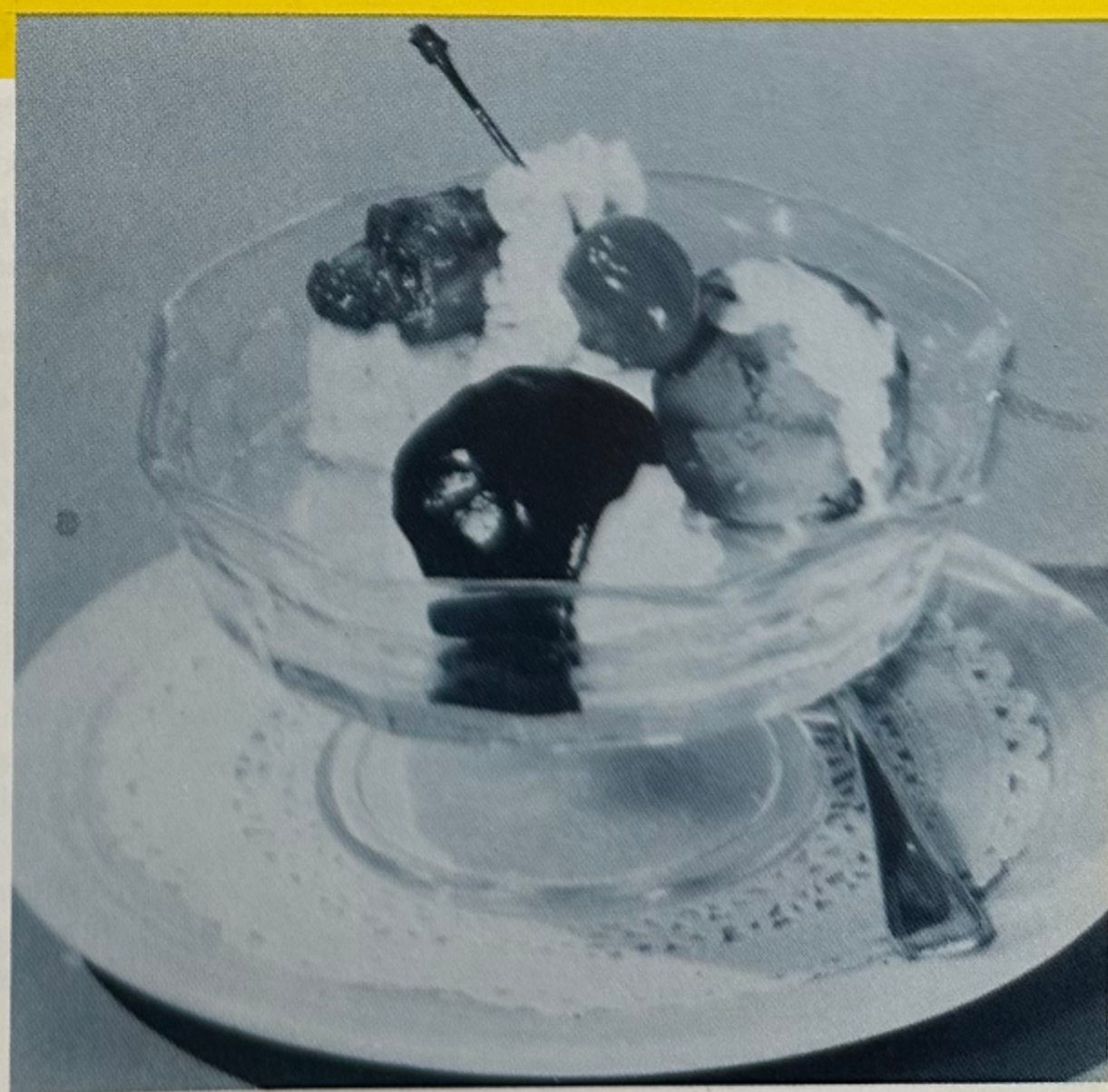
ingredients: Vanilla Ice Cream, Crushed, Chopped, or Rings of Cherry, Blanched Almonds, Whipped Cream, Whole Cherry.

procedure: Into an Ice Cream bowl or round dish, place a No. 10 dipper of Vanilla Ice Cream. Surround the Ice Cream with crushed, chopped, or rings of red cherries. Cover all the cherries with whipped cream—all around. Cover the Ice Cream with a portion of blanched almonds. Sprinkle chopped cherries over the whipped cream. Top the Ice Cream with whipped cream, and garnish with a whole red cherry.

FRUIT DELIGHT

ingredients: Chocolate Ice Cream, Strawberry Ice Cream, Pineapple Ice Cream, Chocolate Topping, Marshmallow Topping, Crushed Strawberries, Whipped Cream, Stem Cherry.

procedure: Into an Ice Cream bowl or round sundae dish, place a ring of pineapple. On this, place 1 No. 30 dipper of Chocolate Ice Cream, 1 No. 30 dipper of Strawberry Ice Cream, 1 No. 30 dipper of Vanilla Ice Cream. Ladle $\frac{1}{2}$ oz. marshmallow topping over Chocolate Ice Cream, $\frac{1}{2}$ oz. crushed strawberries over Strawberry Ice Cream, $\frac{1}{2}$ oz. chocolate topping over Vanilla Ice Cream. Top in center with whipped cream and a stem cherry.



Butterscotch



Hot or Cold It's a Teen Age Favorite (and Grown Ups Like It Too)

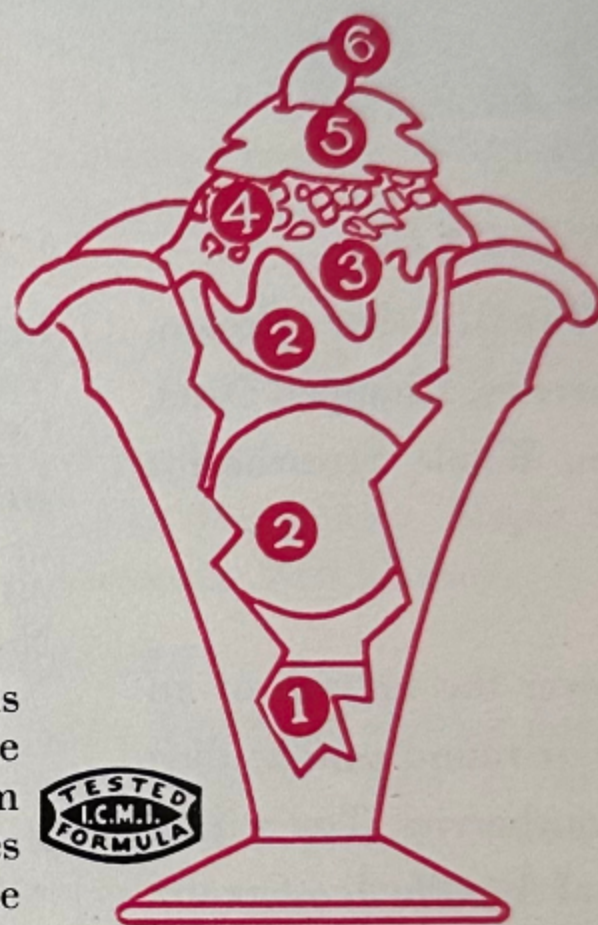
BUTTERSCOTCH SUNDAE

ingredients: Vanilla Ice Cream, Butterscotch Topping, Whipped Cream, Cherry

procedure:

Into a tulip or crimped sundae dish, put $\frac{1}{2}$ ounce of butterscotch topping. Add 2 No. 20 dippers of Vanilla Ice Cream. Cover with 1 ounce of butterscotch topping. Top with Whipped Cream and a Cherry.

In paper service it is well to use a single dip of Ice Cream which approximates the measure of the two dips, and place all the topping over the Ice Cream.



- ① $\frac{1}{2}$ OZ. TOPPING
- ② ICE CREAM 2 DIPPERS
- ③ 1 OZ. TOPPING
- ④ NUTS?
- ⑤ WHIPPED CREAM
- ⑥ CHERRY

HOT SCOTCH NUT

ingredients:

Hot Butterscotch Fudge, Butter Pecan Ice Cream, Whipped Cream, Pecan half or a Cherry

procedure:

Into a crimped sundae dish place $\frac{1}{2}$ oz. hot Butterscotch Fudge. Add 2 No. 20 dippers Butter Pecan or other nutted Ice Cream. Cover with 1 oz. hot Butterscotch Fudge. Garnish with Whipped Cream and a Pecan half or a cherry.

NOTE: For individual service, serve 2 No. 20 dippers Ice Cream, with a small pitcher of hot Butterscotch Fudge at the side.

BUTTERSCOTCH BLACK WALNUT

ingredients:

Black Walnut in Syrup, Butterscotch Ice Cream, Whipped Cream, Maraschino Cherry.

procedure:

Into a crimped sundae dish, place $\frac{1}{2}$ oz. Black Walnuts in Syrup. Add 2 No. 20 dippers Butterscotch Ice Cream. Cover with 1 oz. Black Walnuts in Syrup. Garnish with Whipped Cream and a Cherry.

Alternate

$\frac{1}{2}$ oz. butterscotch sauce, 2 No. 20 dippers butterscotch, caramel, or vanilla Ice Cream, 1 oz. butterscotch sauce. Sprinkle with chopped black walnuts. Garnish as above.

BOSTON SCOTCH

ingredients:

Butterscotch Topping, Coffee Ice Cream, Whipped Cream, Piece of Pineapple.

procedure:

Into a crimped or tulip glass, place $\frac{1}{2}$ oz. Butterscotch Topping. Add 2 No. 20 dippers Coffee Ice Cream. Cover with 1 oz. Butterscotch. Garnish with Whipped Cream and a small piece of Pineapple or a Cherry.



SCOTCHMALLOW NUT

ingredients:

Vanilla Ice Cream, Chocolate Ice Cream, Butterscotch Topping, Marshmallow Topping, Pecan Pieces.

procedure:

Into a crimped or tulip sundae dish, place $\frac{1}{2}$ oz. Butterscotch Topping. Add 1 No. 20 dipper Vanilla Ice Cream, 1 No. 20 dipper Chocolate Ice Cream. Cover with 1 oz. Marshmallow—place Pecan Pieces around Ice Cream. Top with Whipped Cream and 1 Pecan Half.

PEANUT SURPRISE

ingredients:

Vanilla Ice Cream, Peanut Scotch Fudge, Salted Peanuts, Maraschino Cherry.

procedure:

Into a crimped or tulip sundae dish, put $\frac{1}{2}$ oz. Peanut Scotch Fudge. Add 2 No. 20 dippers Vanilla Ice Cream. Cover with 1 oz. Peanut Scotch Fudge. Top with Salted Peanuts and garnish with a Red Cherry. *Peanut Scotch Fudge*—Blend thoroughly 1 lb. Peanut Butter, 1 pint Butterscotch Fudge, and $\frac{1}{4}$ lb. Marshmallow. Stir before each use.



BUTTERSCOTCH BANANA

ingredients:

Vanilla Ice Cream, Butterscotch Fudge, Banana Slices, Whipped Cream.

procedure:

Into a crimped sundae dish, put $\frac{1}{2}$ oz. Butterscotch Fudge. Add 2 No. 20 dippers Vanilla Ice Cream. Cover with 1 oz. Cold Butterscotch Fudge. Place 5 Slices of Banana around the outer edge. Top with Whipped Cream and garnish with a Banana Slice.

Alternate

This can be made into a nut sundae by adding flaked almonds just before the whipped cream.

It can be made into a Hollywood Banana Sundae by changing the topping to cold Chocolate Fudge or to a "Butterscotch Bananza" by using Hot Butterscotch Fudge.





chocolate salted almond sundae

INGREDIENTS

Chocolate, Topping, Vanilla Ice Cream
Salted Almonds, Whipped Cream

PROCEDURE

Into a crimp sundae glass put $\frac{1}{2}$ oz. chocolate topping. Add 2 #20 Dippers Vanilla Ice Cream. Cover with 1 ounce Chocolate topping. Place 4 or 5 whole salted almonds on the chocolate topping. Garnish with whipped cream and set 1 salted almond in the center of the whipped cream.

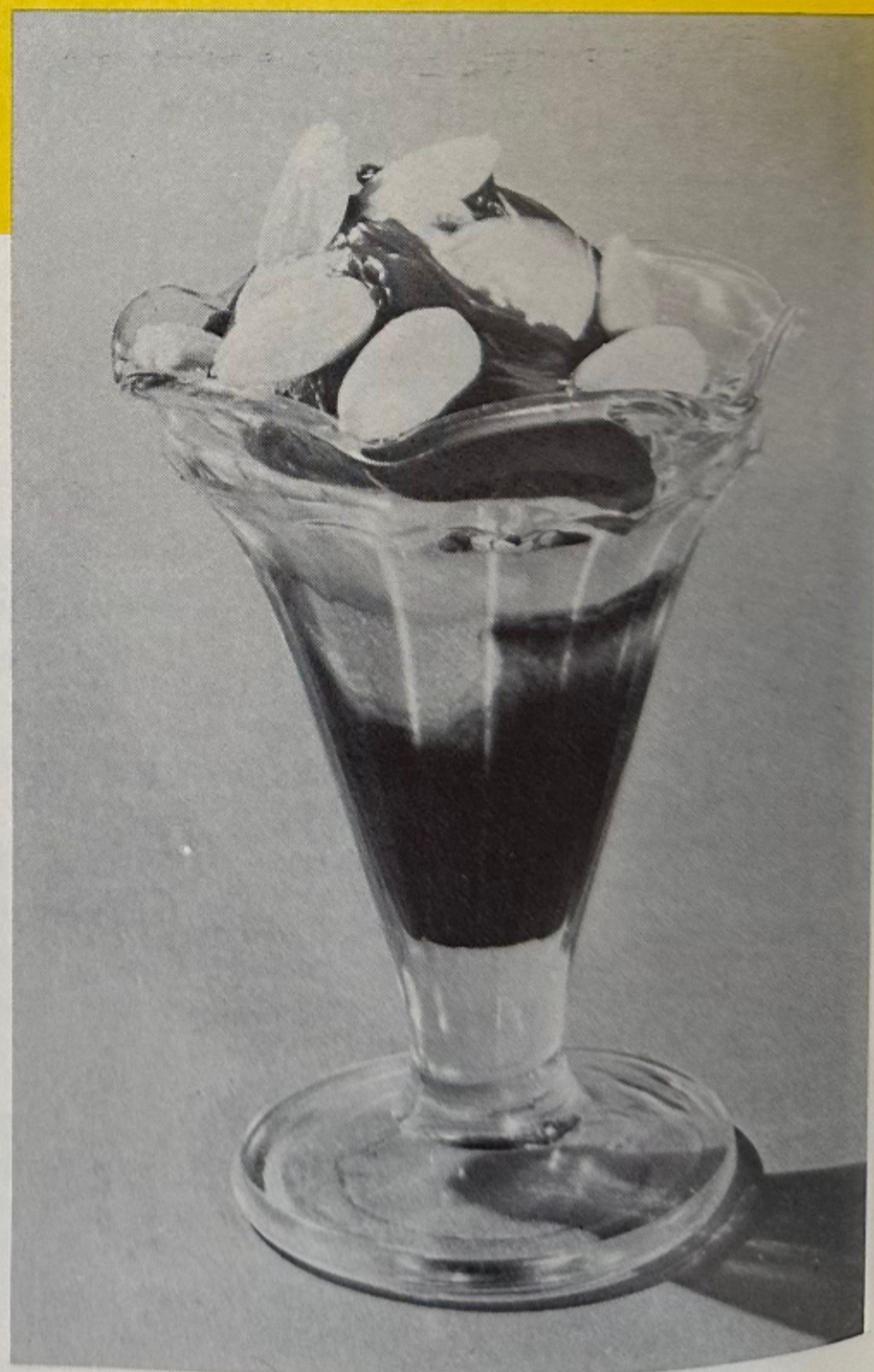
double chocolate salted almond sundae

INGREDIENTS

Chocolate Fudge Topping, Chocolate Ice Cream,
Salted Almonds.

PROCEDURE

Into a crimp sundae dish put $\frac{1}{2}$ oz. chocolate fudge, add 2 #20 dippers of Chocolate Ice Cream. Top with 1 oz. chocolate fudge, and center in the fudge 6 or 8 salted almonds.



chocolate newport

INGREDIENTS

Chocolate Fudge, Chocolate Ice Cream, Broken Milk Chocolate, Chopped Nuts, Whipped Cream, Cherry.

PROCEDURE

Into a crimp sundae dish put $\frac{1}{2}$ oz. chocolate fudge, add 2 #20 dippers Chocolate Ice Cream. Top with 1 oz. Chocolate Fudge, surround with several pieces of milk chocolate, sprinkle with chopped nuts. Garnish with whipped cream and a cherry.



double chocolate nut sundae

INGREDIENTS

Chocolate Fudge, Chocolate Ice Cream, Chopped Nuts, Whipped Cream, Cherry.

PROCEDURE

Into a tulip sundae glass put $\frac{1}{2}$ oz. chocolate fudge, add 2 #20 dippers Chocolate Ice Cream. Top with 1 oz. chocolate fudge. Sprinkle with chopped nuts. Add whipped cream and a Cherry.

MOCHA NUT SUNDAE

INGREDIENTS

Chocolate Ice Cream
Heavy Coffee Syrup
Chopped Nuts
Whipped Cream
Cherry

PROCEDURE

Into a tulip sundae dish put $\frac{1}{2}$ oz. heavy coffee syrup. Add 2 #20 dippers of Chocolate or Chocolate variegated Ice Cream. Cover with 1 oz. of coffee syrup and chopped nuts. Garnish with whipped cream and a cherry.

ROASTED CASHEW NUT SUNDAE

INGREDIENTS

Vanilla Ice Cream
Cold Chocolate Fudge
Roasted Cashew Nuts
Whipped Cream

PROCEDURE

Into a crimp sundae dish put $\frac{1}{2}$ oz. of cold chocolate fudge. Add 2 #20 dippers Vanilla Ice Cream. Cover with 1 oz. Chocolate fudge. Surround with roasted cashew nuts. Top with whipped cream and garnish with a whole cashew nut.

TOASTED COCONUT SUNDAE

INGREDIENTS

Vanilla Ice Cream
Caramel fudge
Toasted Coconut
Whipped Cream
Cherry

PROCEDURE

Into a crimp sundae dish put $\frac{1}{2}$ oz. of caramel fudge. Add 2 #20 dippers Vanilla Ice Cream. Cover with one oz. of caramel fudge. Sprinkle generously with toasted coconut. Top with whipped cream and a cherry.

CHOCOLATE MALTED SUNDAE

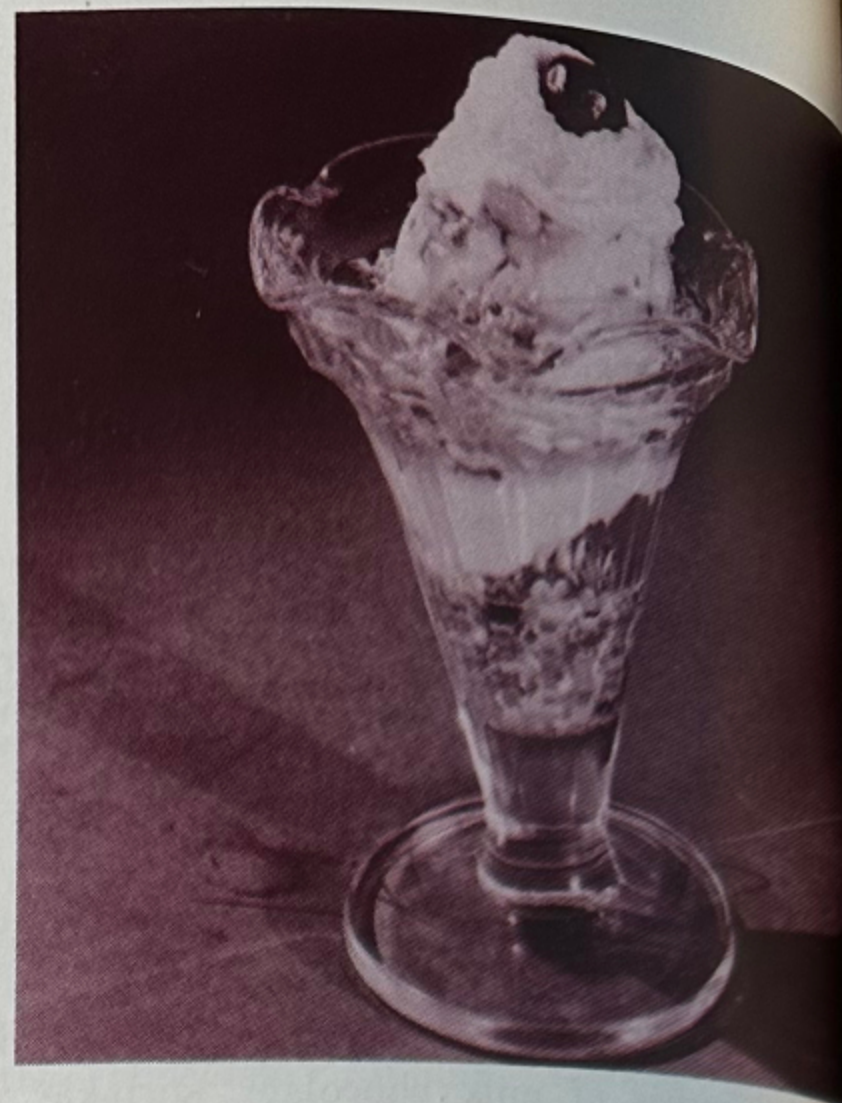
INGREDIENTS

Chocolate Ice Cream
Marshmallow
Malted Milk Powder
Whipped Cream
Cherry

PROCEDURE

Into a crimp sundae dish put $\frac{1}{2}$ oz. marshmallow. Add 2 #20 dippers chocolate Ice Cream. Cover with 1 oz. marshmallow. Top with whipped cream. Sprinkle with malted milk powder and decorate with a cherry.

nuts in syrup sundae



INGREDIENTS

Vanilla Ice Cream, Nuts in Syrup
Whipped Cream, Cherry

PROCEDURE

Into a crimp sundae dish put $\frac{1}{2}$ oz. of Nuts in Syrup, add 2 #20 dippers Vanilla Ice Cream. Cover with 1 ounce nuts in syrup. Top with whipped cream and garnish with a red cherry.

caramel coconut pecan sundae



INGREDIENTS

Chocolate Ice Cream, Vanilla Ice Cream
Caramel-coconut Topping, Salted Pecan Halves

PROCEDURE

Into a crimped sundae dish, place $\frac{1}{2}$ oz. caramel-coconut topping. Add 1 #20 dipper Chocolate Ice Cream, and 1 #20 dipper Vanilla Ice Cream. Cover with 1 oz. caramel-coconut topping and decorate with 5 whole pecan halves. CARAMEL-COCONUT TOPPING, 1 part shredded coconut, 3 parts caramel topping. Blend until thoroughly mixed.

ALL YEAR ROUND SUNDAE

The Nut Sundae is a strong seller during all seasons. The following nuts can be combined with your staple syrups and toppings to produce unusual and delicious Nut Sundaes:

BLACK WALNUTS



BUTTERED PECANS



CASHEW HALVES OR PIECES



CHOPPED MIXED NUTS



ENGLISH WALNUTS



FLAKED ALMONDS



FLAKED BRAZIL NUTS



HICKORY NUTS



MACADAMIA NUTS



NUTS IN SYRUP



NUT SALAD



PECAN HALVES



SALTED ALMONDS



SALTED FILBERTS

OR HAZEL NUTS



SALTED PECANS



SALTED PEANUTS

The Fresh Fruit Salad Sundae is a favorite twelve months of the year. Tempting and palatable Fresh Fruit Salad Sundaes can be made by combining several of the following fruits. Make certain, though, that you include acid as well as non-acid fruits in order to obtain the proper flavor balance. Use contrasting colors of fruit to add sparkle to the topping. All fruits should be diced, sliced or crushed.

APPLES



APRICOTS



BANANAS



BLUEBERRIES



BLACK CHERRIES



CHOPPED GREEN CHERRIES



CHOPPED MARASCHINO

TYPE CHERRIES



GRAPEFRUIT



ORANGES



PEACHES



PEARS



PINEAPPLE



RASPBERRIES



STRAWBERRIES



TOKAY OR

MALAGA GRAPES



WHITE SEEDLESS GRAPES

banana splits



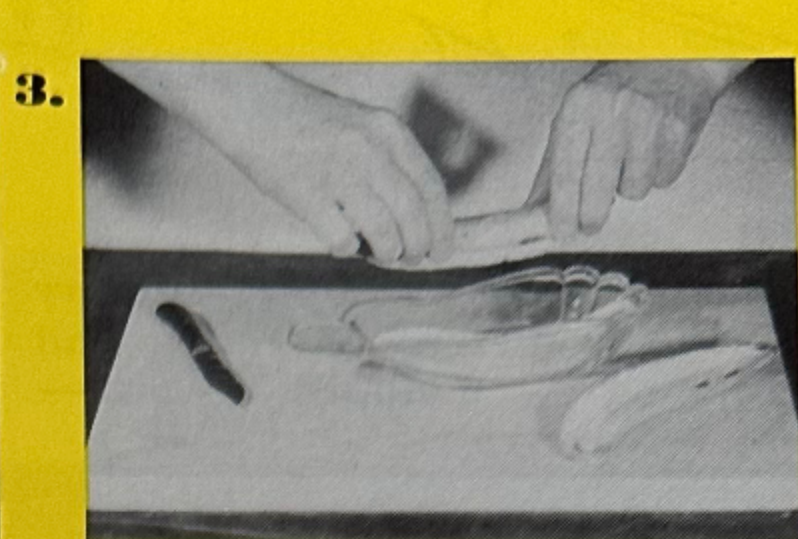
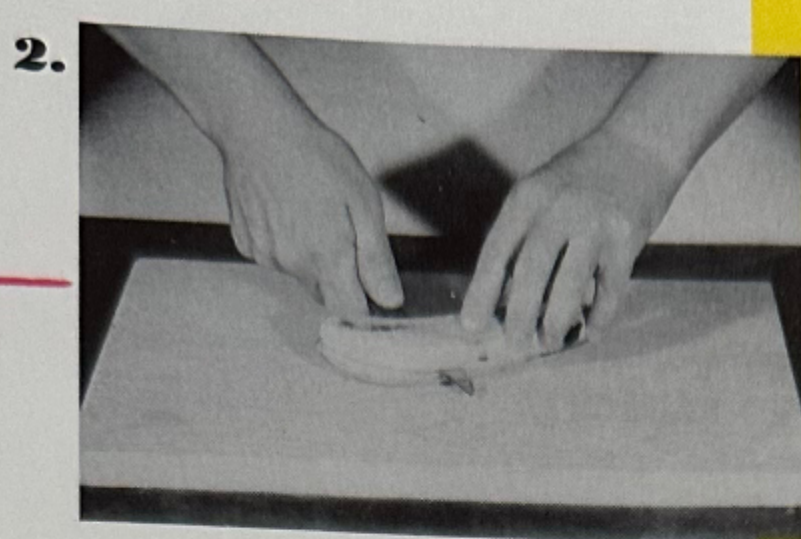
The banana split is a distinct favorite with many soda fountain and Ice Cream department customers. While its preparation requires somewhat more time and a greater variety of materials than a sundae, it sells at a price which takes this into account—thus enabling the soda fountain to vary its menu, stimulate the sales check and feature a service which yields a good gross. A dish designed for this particular service, is standard equipment at most soda fountains.

The appeal of the banana split lies in the combination of several flavors of Ice Cream and the various toppings which blend well both with Ice Cream and the banana to produce a dish with great eye appeal.

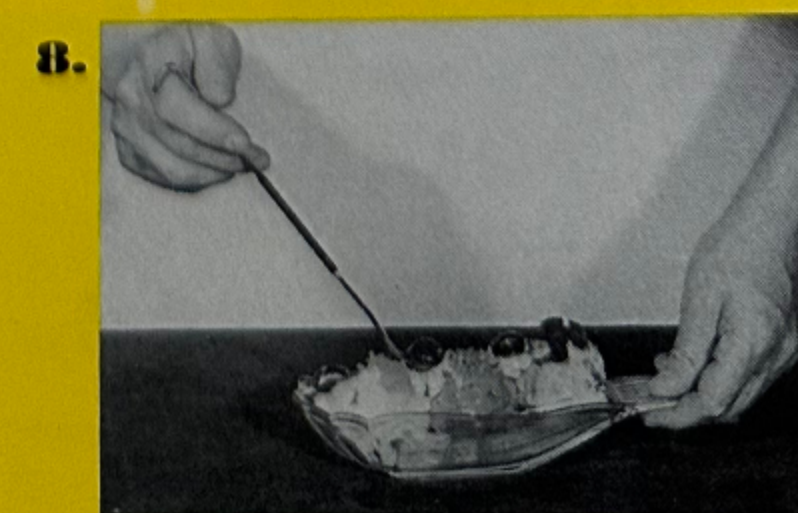
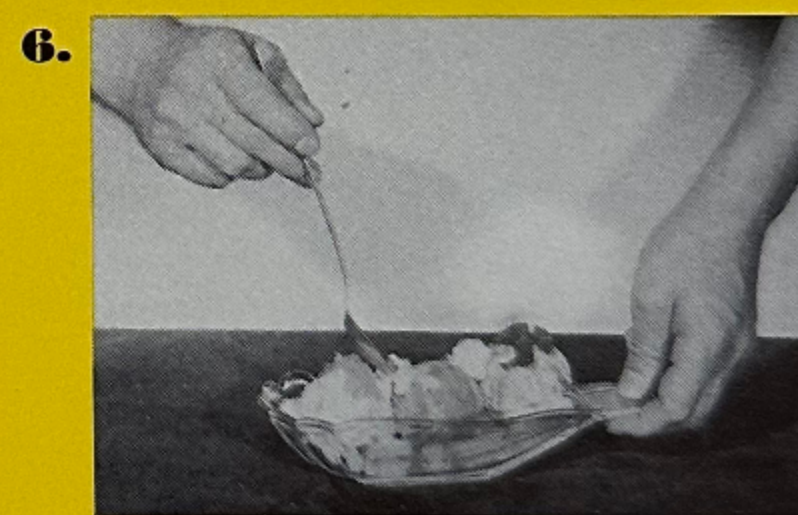
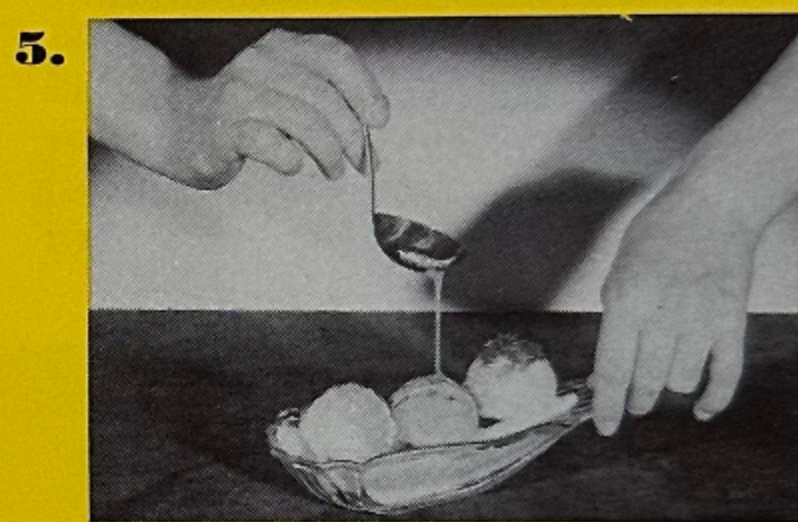
In many markets “customer choice” banana splits in which the customer names the topping—prove good sellers. To merchandise and sell banana splits—bananas should be prominently displayed in quantity at the soda fountain—with appropriate signs, and menu clip-ons. Many markets find banana splits particularly profitable for week end selling.

The eye appeal of the banana split is part of its value as a business getter. It pays to make it well and use uniform portions.

Steps in making the Basic Banana Split



1. Select a clean banana split dish and handle it by the extended end.
2. Select a medium sized ripe banana. Split in half lengthwise, with the peel on.
3. Place one-half of the banana on each side of the dish, flat side down. With your forefinger and thumb remove the peel from each half, your hands touching only the peel.
4. Place three No. 24 dippers of Ice Cream on the banana halves: a dipper of vanilla, chocolate and strawberry. Allow the Ice Cream to remain high on the banana for eye appeal.
5. Top with $\frac{1}{2}$ oz. of chocolate topping over chocolate Ice Cream, $\frac{1}{2}$ oz. pineapple topping over vanilla Ice Cream, $\frac{1}{2}$ oz. strawberry topping over strawberry Ice Cream. You may substitute other flavors if desired.
6. Garnish between center and end molds of Ice Cream with whipped cream.
7. Sprinkle a soda spoon of dry nuts over center mold.
8. Top each whipped cream ribbon with a cherry.
9. In making the banana split in paper service, the same steps are followed. Start with a clean paper service put into a holder designed for the purpose.



THE BANANA SPLIT

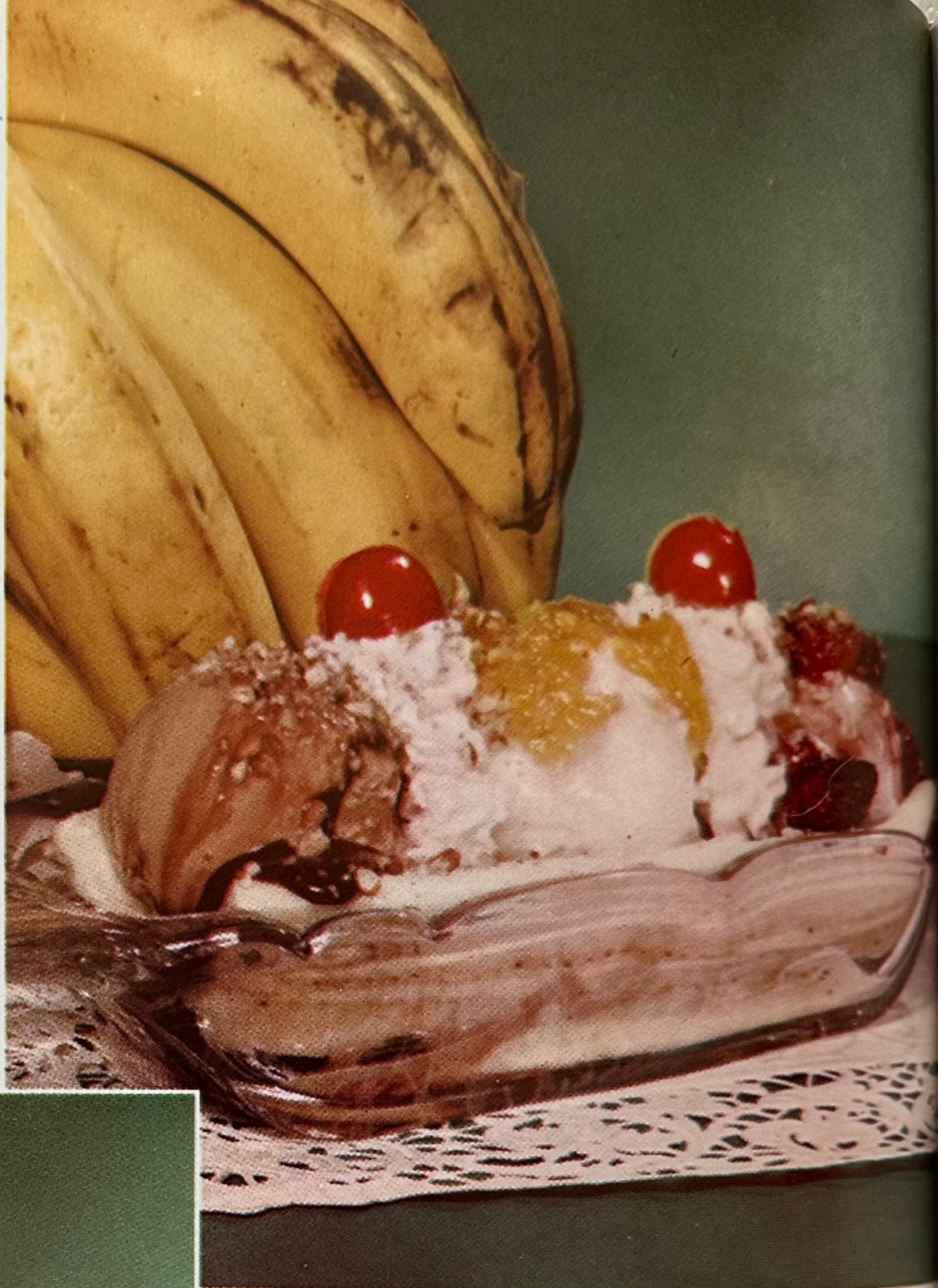
GLASS SERVICE

Ingredients:

Banana — Vanilla, Chocolate and Strawberry Ice Cream — Strawberry, Chocolate and Pineapple Topping — Whipped Cream — Chopped Nuts — Cherries

Procedure:

Select a medium size, fully ripe banana and split in half lengthwise with the peel on. Place the halves of the banana, one on each side of a clean, sparkling banana split dish, cut side of the banana down. Remove peel with thumb and forefinger. In the center of the banana place 1 #24 dipper of vanilla Ice Cream. On the left side, next to the extended end of the dish, place 1 #24 dipper of chocolate Ice Cream and on the other side place 1 #24 dipper of strawberry Ice Cream. Put $\frac{1}{2}$ ounce of pineapple topping over the vanilla Ice Cream, $\frac{1}{2}$ ounce of chocolate topping over the chocolate Ice Cream and $\frac{1}{2}$ ounce of strawberry topping over the strawberry Ice Cream. Garnish between center and end molds of Ice Cream with whipped cream. Sprinkle with chopped nuts and decorate with two cherries.



PAPER SERVICE

Ingredients:

Banana—vanilla, chocolate and strawberry Ice Cream—strawberry, chocolate and pineapple topping — whipped cream — chopped nuts—cherries.

Procedure:

Select a medium sized, fully ripe banana and split in half lengthwise with the peel on. Place the halves of the banana, one on each side of a clean paper service, cut side of the banana down. Remove peel with thumb and forefinger. In the center of the banana place 1 #24 dipper of vanilla Ice Cream. On one side place 1 #24 dipper of chocolate Ice Cream and on the other side 1 #24 dipper of strawberry Ice Cream. Put $\frac{1}{2}$ ounce of pineapple topping over the vanilla Ice Cream, $\frac{1}{2}$ ounce of chocolate topping over the chocolate Ice Cream and $\frac{1}{2}$ ounce of strawberry topping over the strawberry Ice Cream. Garnish between center and end molds of Ice Cream with whipped cream. Sprinkle with chopped nuts and decorate with two cherries.

HOLIDAY BANANA SPLIT

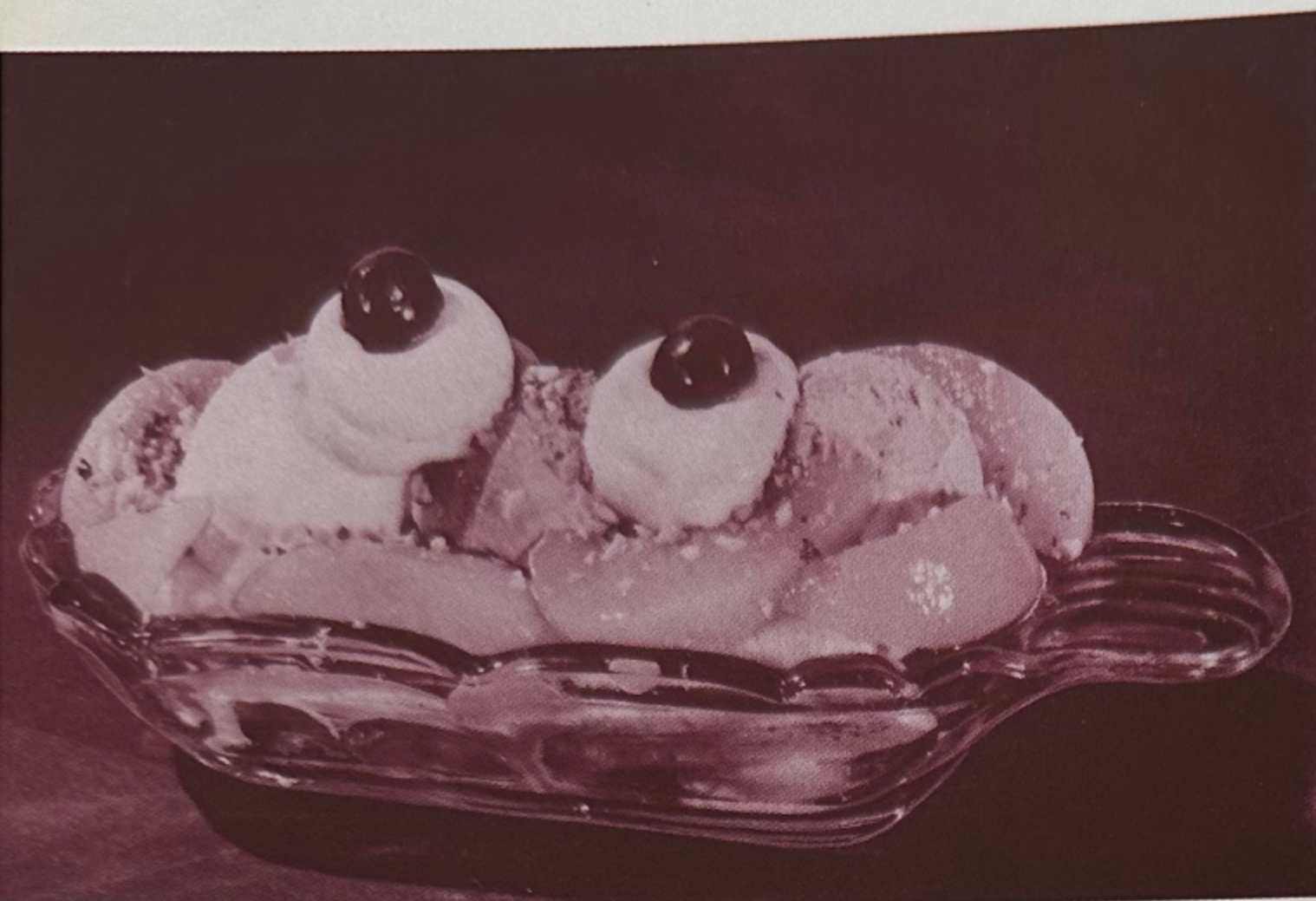


Ingredients:

Banana — Vanilla and Strawberry Ice Cream — Chopped Maraschino Cherries — Blueberries — Whipped Cream — Chopped Nuts

Procedure:

Select a medium sized fully ripe banana and split in half lengthwise, with the peel on. Place the halves of the banana one on each side of a clean banana split dish, cut side of banana down, remove peel with thumb and forefingers. In the center of the banana place one #24 dipper of strawberry Ice Cream and two #24 dippers of vanilla Ice Cream, one on each side of the strawberry Ice Cream. Over one mold of vanilla Ice Cream put two soda spoons of chopped maraschino cherries. Over the other mold of vanilla put two soda spoons of blueberries. Cover the strawberry Ice Cream with whipped cream. Sprinkle chopped nuts over the whole.



MELBA BANANA SPLIT

Ingredients:

Banana
Chocolate Ice Cream
Vanilla Ice Cream
Peach Ice Cream
Sliced Peaches
Whipped Cream

Procedure:

Select a clean sparkling banana split dish, and handle by the extended end. Select a medium sized fully ripe banana and cut in halves lengthwise with the peel on. Place one half the banana on each side of the dish, cut side down, and with thumb and fore finger remove the peel from each half. Place Ice Cream on the banana as follows: In the center 1 #24 dipper of Chocolate Ice Cream, on one side 1 #24 dipper of Vanilla Ice Cream and on the other side 1 #24 dipper of Peach Ice Cream. If Peach Ice Cream is not available, Strawberry Ice Cream may be substituted. Top the Ice Cream with 1½ oz. sliced peaches. Garnish between center and end molds with whipped cream, sprinkle with chopped nuts, and top each whipped cream mold with a cherry.

- ① BANANA ② 1 #24 DIPPER CHOCOLATE ICE CREAM
③ 1 #24 DIPPER VANILLA ICE CREAM ④ 1 #24 DIPPER PEACH ICE CREAM
⑤ 1½ OZ. SLICED PEACHES ⑥ WHIPPED CREAM
⑦ CHOPPED NUTS ⑧ CHERRY



CHERRY BANANA SPLIT

Ingredients:

Banana
Vanilla Ice Cream
Chocolate Ice Cream
Chopped Nuts
Cherries (whole)
Whipped Cream

Procedure:

Select a clean sparkling banana split dish, and handle by the extended end. Then select a medium sized fully ripe banana and cut in halves lengthwise with the peel on. Place one half the banana on each side of the dish, cut side down, and with thumb and fore finger remove the peel from each half. In the center place 1 #24 dipper Chocolate Ice Cream, on each end 1 #24 dipper of Vanilla Ice Cream. Cover Ice Cream with 1½ oz. crushed cherries. Place rosettes of whipped cream between center and end molds, and imbed a cherry in each rosette. Garnish with chopped nuts.

CRUNCHY BANANA SPLIT

Ingredients:

Banana
Chocolate, Vanilla Ice Cream
Marshmallow
Peanut Crunch
Whipped Cream
Cherries

Procedure:

Cut a medium sized ripe banana thru the skin into halves lengthwise. Place cut side down in a banana split dish, lifting skin from the fruit as you place it. In the center place 1 #24 dipper of Chocolate Ice Cream, 2 #24 dippers of Vanilla Ice Cream, one on each side of the Chocolate Ice Cream. Cover the Chocolate Ice Cream with ½ oz. marshmallow, and the two end molds with a generous portion of peanut crunch. Place rosettes of whipped cream between center and end molds, and imbed a cherry in each rosette.

PEANUT FUDGE BANANA SPLIT

Ingredients:

Banana
Chocolate, Vanilla and Strawberry
Ice Cream
Chocolate Fudge
Peanut Crunch
Whipped Cream
Cherries

Procedure:

Cut a medium sized ripe banana lengthwise thru the skin. Place cut side down in a banana split dish, removing skin as you place fruit. In the center place 1 #24 dipper of Chocolate Ice Cream. At one end a #24 dipper of Strawberry Ice Cream, at the other 1 #24 dipper of Vanilla Ice Cream. Cover each end mold with 1/2 ounce Chocolate Fudge. Cover the center mold with a generous portion of peanut crunch. Between center and end molds lay a rosette of whipped cream. Top each rosette with a red cherry.

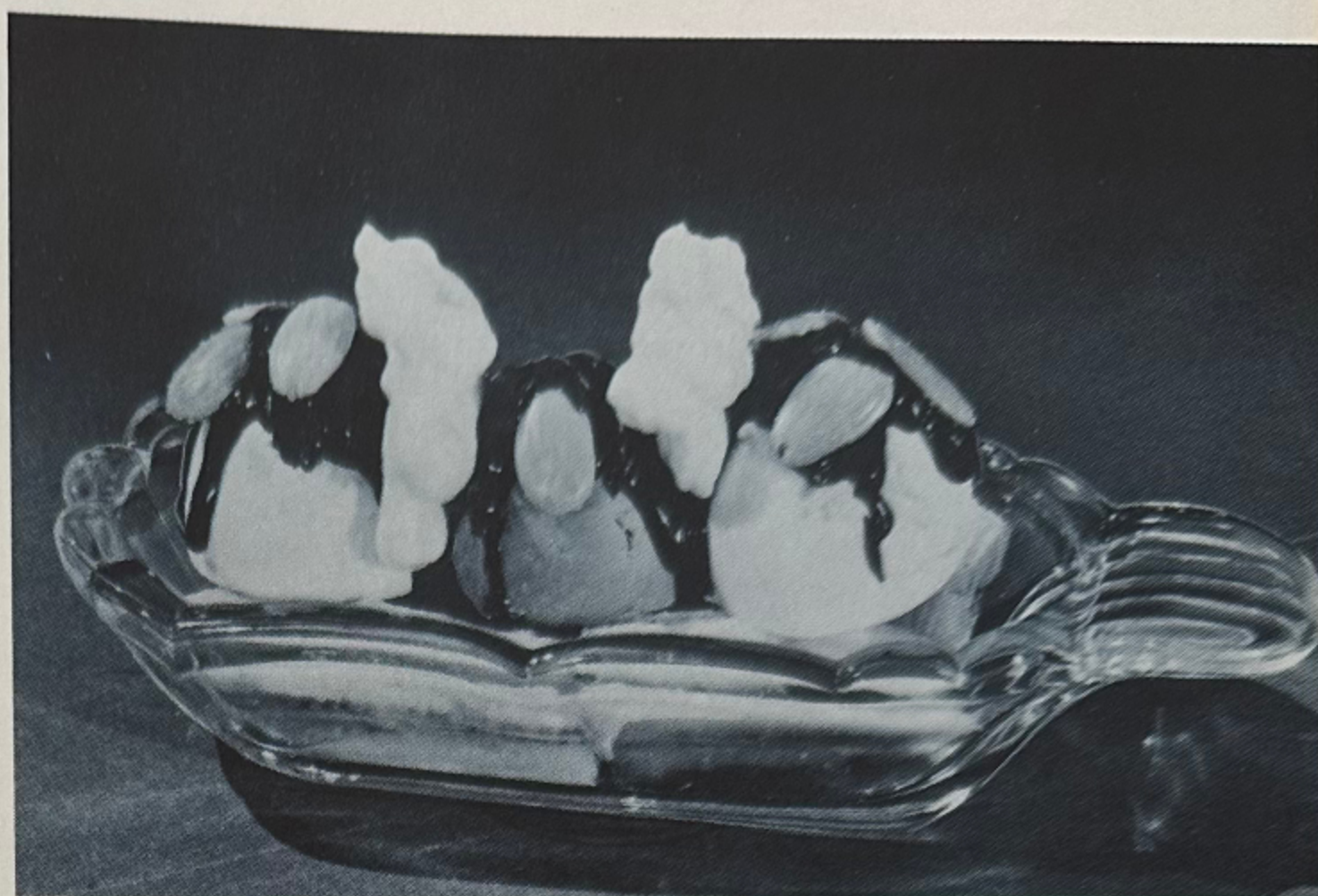
FRESH RASPBERRY BANANA SPLIT

Ingredients:

Banana
Vanilla Ice Cream
Chocolate Ice Cream
Strawberry Ice Cream
Fresh Red Raspberries
Whipped Cream

Procedure:

Select a clean polished banana split dish and handle it by holding the extended end. Select a medium sized fully ripe banana and cut in halves lengthwise, with the peel on. Place one half of the banana on each side of the dish, flat side down, and with thumb and fore finger remove the peel from each half. Place 1 #24 dipper of chocolate Ice Cream in the center of the banana, 1 #24 dipper of Vanilla Ice Cream at one side and 1 #24 dipper of Strawberry Ice Cream on the other side. Allow the Ice Cream to remain high on the banana for eye appeal. Top the three molds of Ice Cream with 1 1/2 oz. fresh red raspberries in syrup. Garnish between center and end molds with whipped cream. Top each mold with a red cherry.



HOT FUDGE BANANA SPLIT

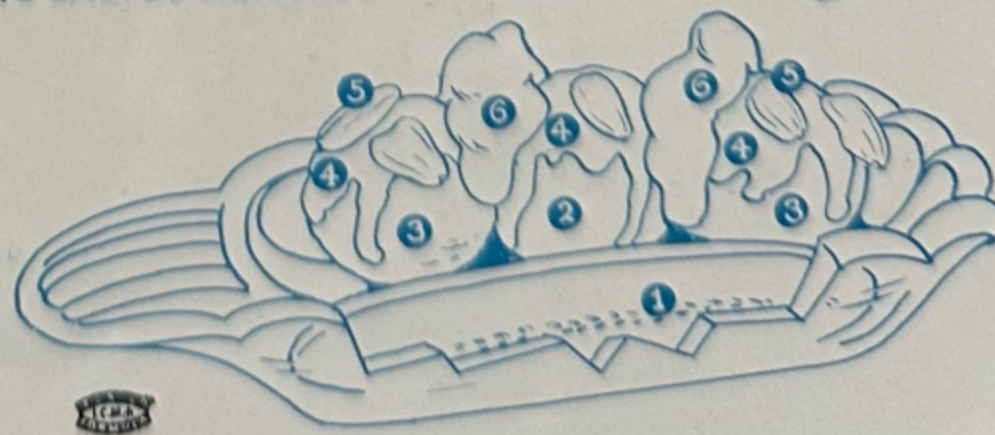
Ingredients:

Banana
Chocolate Ice Cream
Vanilla Ice Cream
Hot chocolate fudge
Whipped cream
Salted almonds

Procedure:

Select a clean sparkling banana split dish, and handle by the extended end. Select a medium sized fully ripe banana and cut in halves lengthwise with the peel on. Place one half the banana on each side of the dish, cut side down, and with thumb and fore finger remove the peel from each half. Place Ice Cream on the banana as follows: In the center 1 #24 dipper of Chocolate Ice Cream and 2 #24 dippers of Vanilla Ice Cream, one on each side of the Chocolate Ice Cream. Over the Ice Cream put 1 1/2 ounces of hot chocolate fudge. Garnish with 5 or 6 salted almonds, and whipped cream.

- ① BANANA ② 1 #24 DIPPER CHOCOLATE ICE CREAM
③ 2 #24 DIPPERS VANILLA ICE CREAM ④ 1 1/2 OZ. CHOCOLATE FUDGE
⑤ 5 OR 6 SALTED ALMONDS ⑥ WHIPPED CREAM



THE SCHOOL DAYS BANANA SPLIT

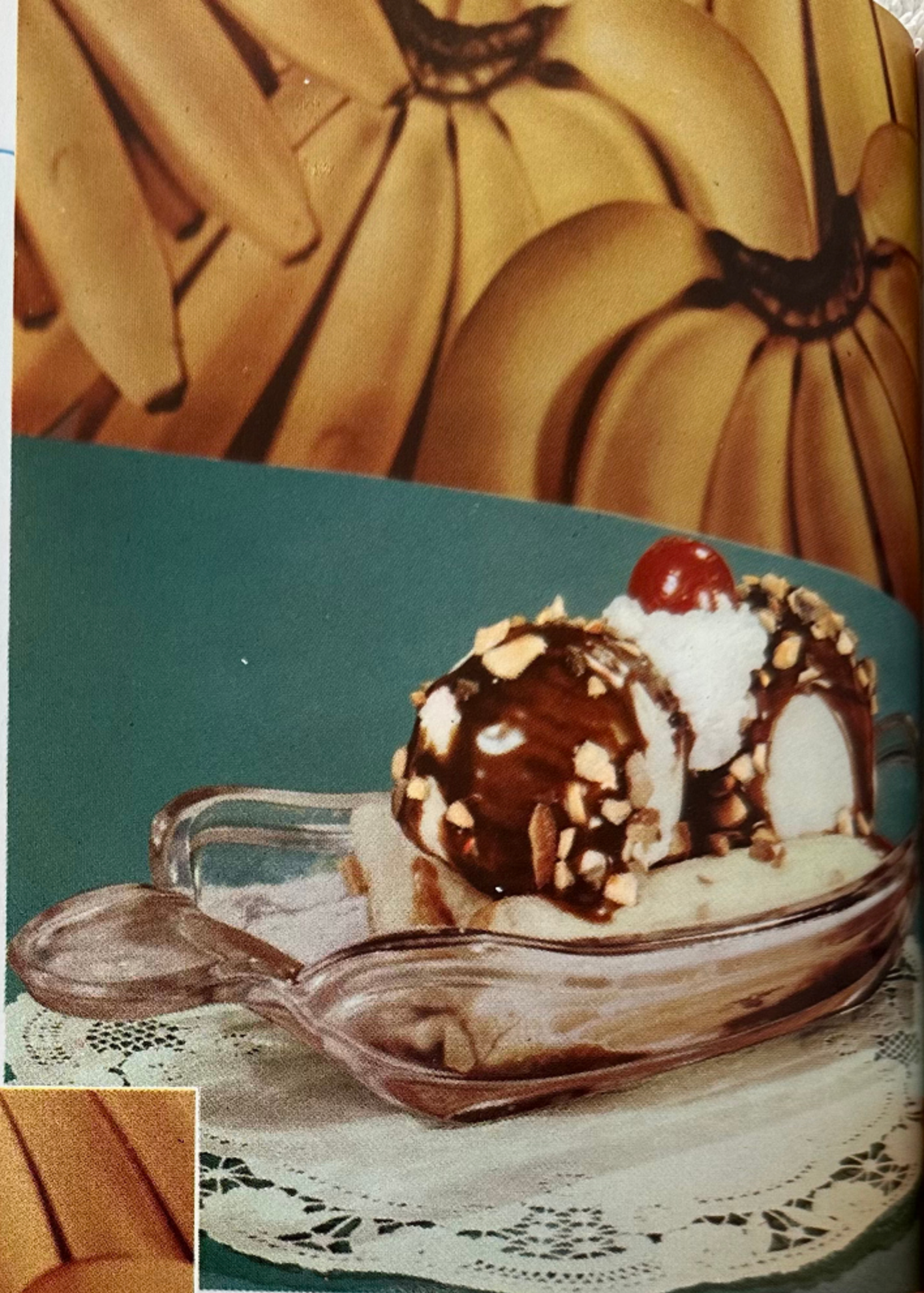
GLASS SERVICE

Ingredients:

Banana — Vanilla Ice Cream — Chocolate Fudge Topping — Whipped Cream — Chopped Nuts — Cherry

Procedure:

Select a small banana or use $\frac{3}{4}$ ths of a medium sized banana and split in half lengthwise with the peel on. Place the halves of the banana, one on each side of a clean, sparkling banana split dish, cut side of the banana down. Remove peel with thumb and forefinger. Place 2 #20 dippers of vanilla Ice Cream on the bananas. Put $\frac{1}{2}$ ounce chocolate fudge topping over each dip of Ice Cream. Sprinkle one soda spoon of chopped nuts on Ice Cream. Place a small rosette of whipped cream between molds of Ice Cream. Then garnish with a half or whole cherry.



PAPER SERVICE

Ingredients:

Banana — Vanilla Ice Cream — Chocolate Fudge Topping — Whipped Cream — Chopped Nuts — Cherry

Procedure:

Select a small banana or use $\frac{3}{4}$ ths of a medium sized banana and split in half lengthwise with the peel on. Place the halves of the banana, one on each side of a clean paper service, cut side of the banana down. Remove peel with thumb and forefinger. Place 2 #20 dippers of vanilla Ice Cream on the banana. Put $\frac{1}{2}$ ounce of chocolate fudge topping over each dip of Ice Cream. Sprinkle one soda spoon of chopped nuts on the Ice Cream. Place a small rosette of whipped cream between molds of Ice Cream. Then garnish with a half or whole cherry.



BANANA BOAT

GLASS SERVICE

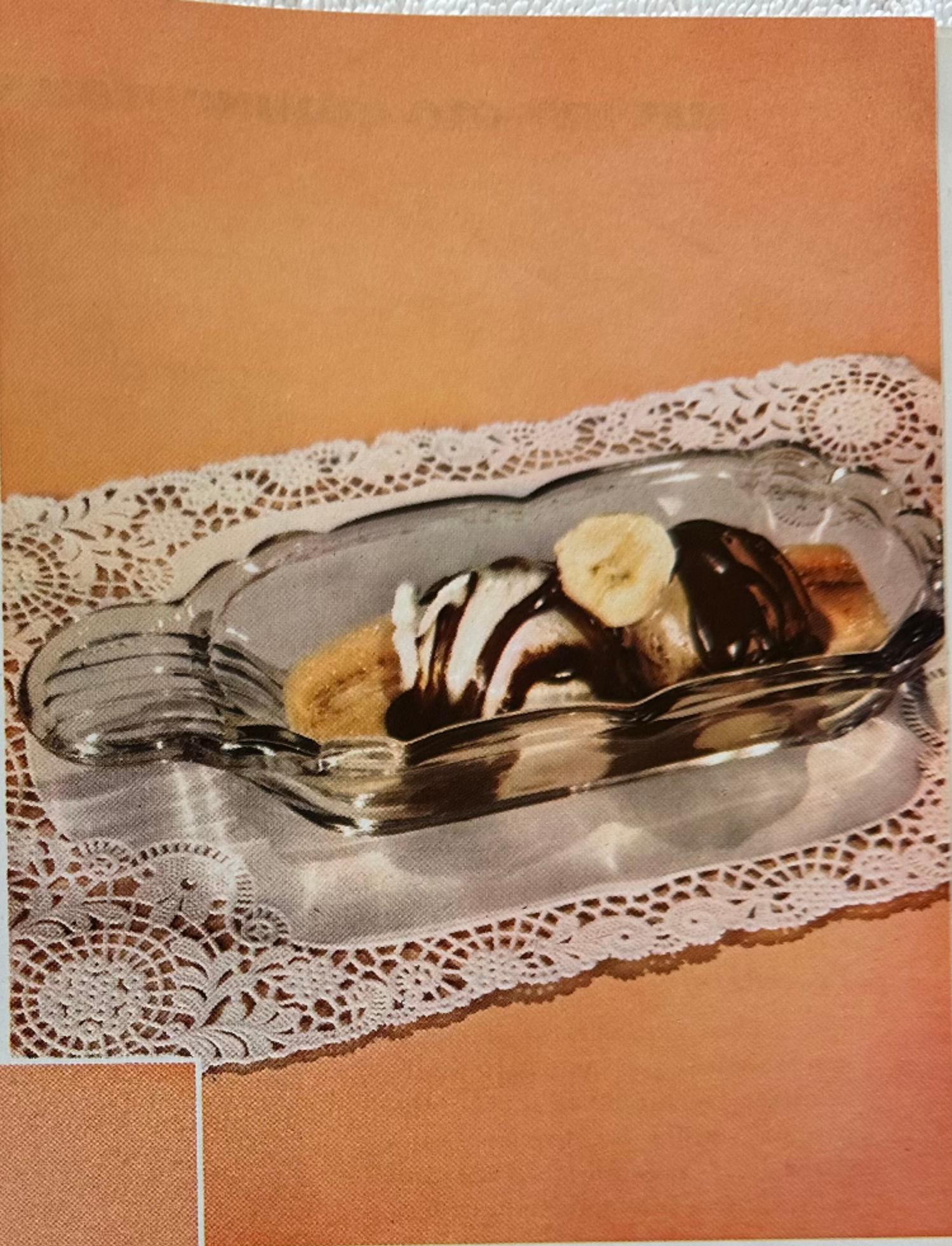
Ingredients:

Banana
Vanilla and Chocolate Ice Cream
Chocolate Topping

Procedure:

Into a sparkling clean banana split dish, lay a half banana cut lengthwise with seed side up, reserving one slice from each end. Center one #24 dipper vanilla Ice Cream and one #24 dipper chocolate Ice Cream side by side on the banana. Cover with one ounce chocolate topping. Place two slices of banana upright and parallel connecting the Ice Cream for the garnish.

Whipped cream and cherry have been omitted from this formula so that it may be offered at an attractive selling price.



PAPER SERVICE

Ingredients:

Chocolate Topping
Banana
Vanilla and Chocolate Ice Cream

Procedure:

Into a paper banana split dish, lay a half banana cut lengthwise with seed side up, reserving one slice from each end. Center one #24 dipper vanilla Ice Cream and one #24 dipper chocolate Ice Cream side by side on the banana. Cover with one ounce chocolate topping. Place two slices of banana upright and parallel connecting the Ice Cream for the garnish.

Whipped cream and cherry have been omitted from this formula so that it may be offered at an attractive selling price.



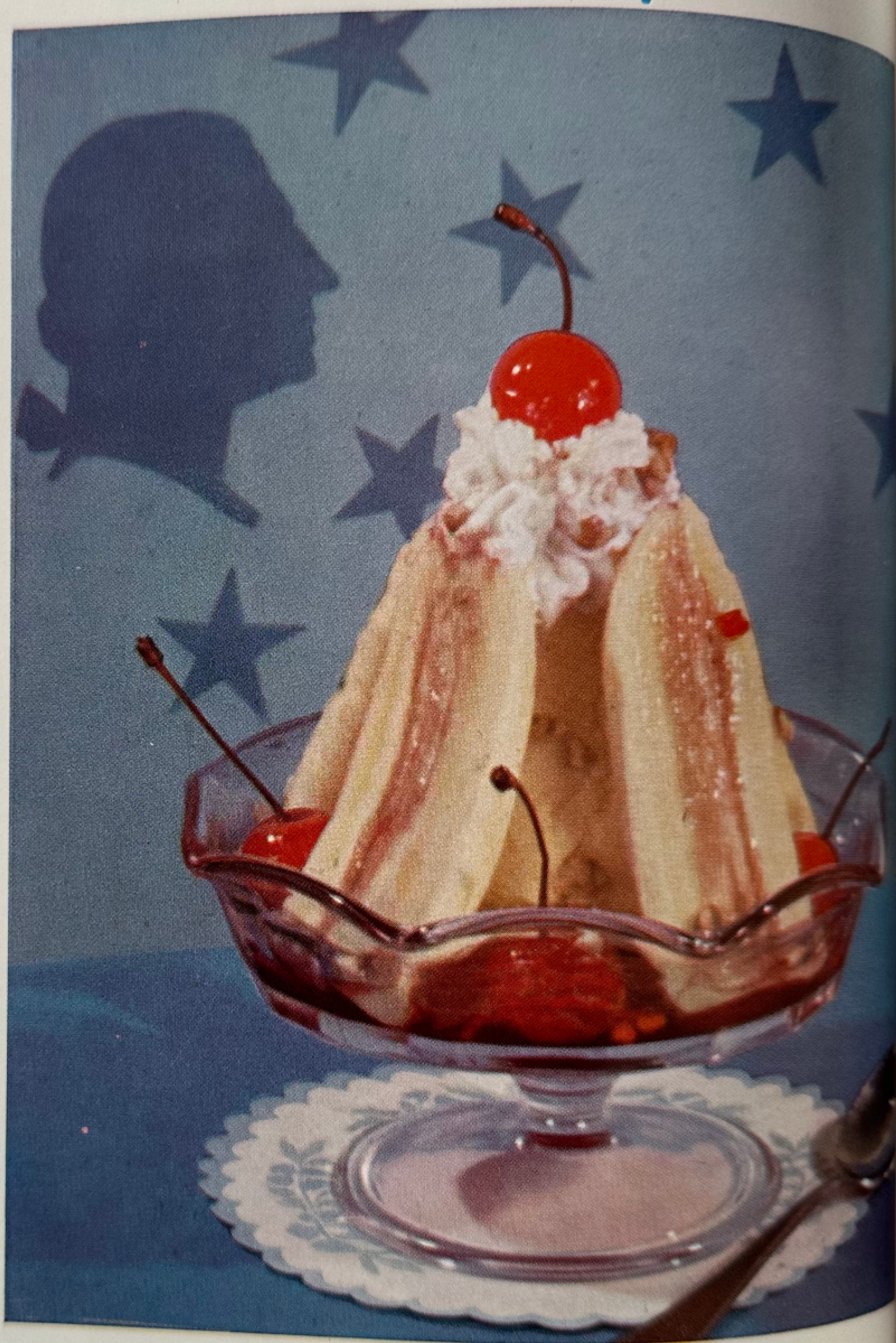
MERRY-GO-ROUND BANANA SPLIT

Ingredients:

Banana
Vanilla Ice Cream
Stem Cherries
Whipped Cream
Chopped Nuts

Procedure:

Into an Ice Cream bowl or round sundae dish, put one half ounce of cherry syrup. Add a #10 dipper of vanilla Ice Cream (cone shaped, if possible). Peel and split banana into quarters. Place the four quarters of banana in vertical position against the sides of the mold of Ice Cream. Between each banana quarter, place a stem cherry. Garnish with spiral of whipped cream, and top with another stem cherry. Sprinkle with chopped nuts.





AFTER THEATER MERRY-GO-ROUND

Ingredients:

Strawberry Ice Cream, Whole Banana, Pineapple Topping, Whipped Cream and Red Pineapple Cube.

Procedure:

Peel the Banana and slice in half, lengthwise, and then crosswise.

In a round sundae dish, place a #12 cone shaped dipper of Strawberry Ice Cream. Lay the banana quarters against the Ice Cream in vertical position, keeping the seed side out. Pour over $\frac{3}{4}$ of an ounce of Crushed Pineapple. Top with Whipped Cream and a Pineapple Cube or a cherry.

All Chocolate

MERRY-GO-ROUND

Ingredients:

Chocolate Ice Cream, Chocolate fudge, banana, chopped nuts, whole cherry, whipped cream.

Procedure:

Into a footed round sundae dish, place a very small quantity of Chocolate fudge. Top this with a #12 dipper of Chocolate Ice Cream. Split banana lengthwise, then cut lengths in half and place in upright position to the four sides of the mould of Chocolate Ice Cream. Top with one ounce of Chocolate fudge, sprinkle with chopped nuts. Garnish with whipped cream and whole cherry.

Caramel Scotch

MERRY-GO-ROUND

Ingredients:

Caramel-scotch
Chocolate Ice Cream
Banana
Salted Pecans
Whipped Cream
Green Cherry

Procedure:

On a Round Sundae Dish, put a #10 dipper of Chocolate Ice Cream. Split a banana lengthwise, then cut lengths in half. Lay the four quarters of the banana against the Ice Cream in a vertical position. Cover all with 1 oz. Caramel-scotch fudge. Sprinkle with salted pecans. Garnish with whipped cream and green cherry.

Nutty Scotch

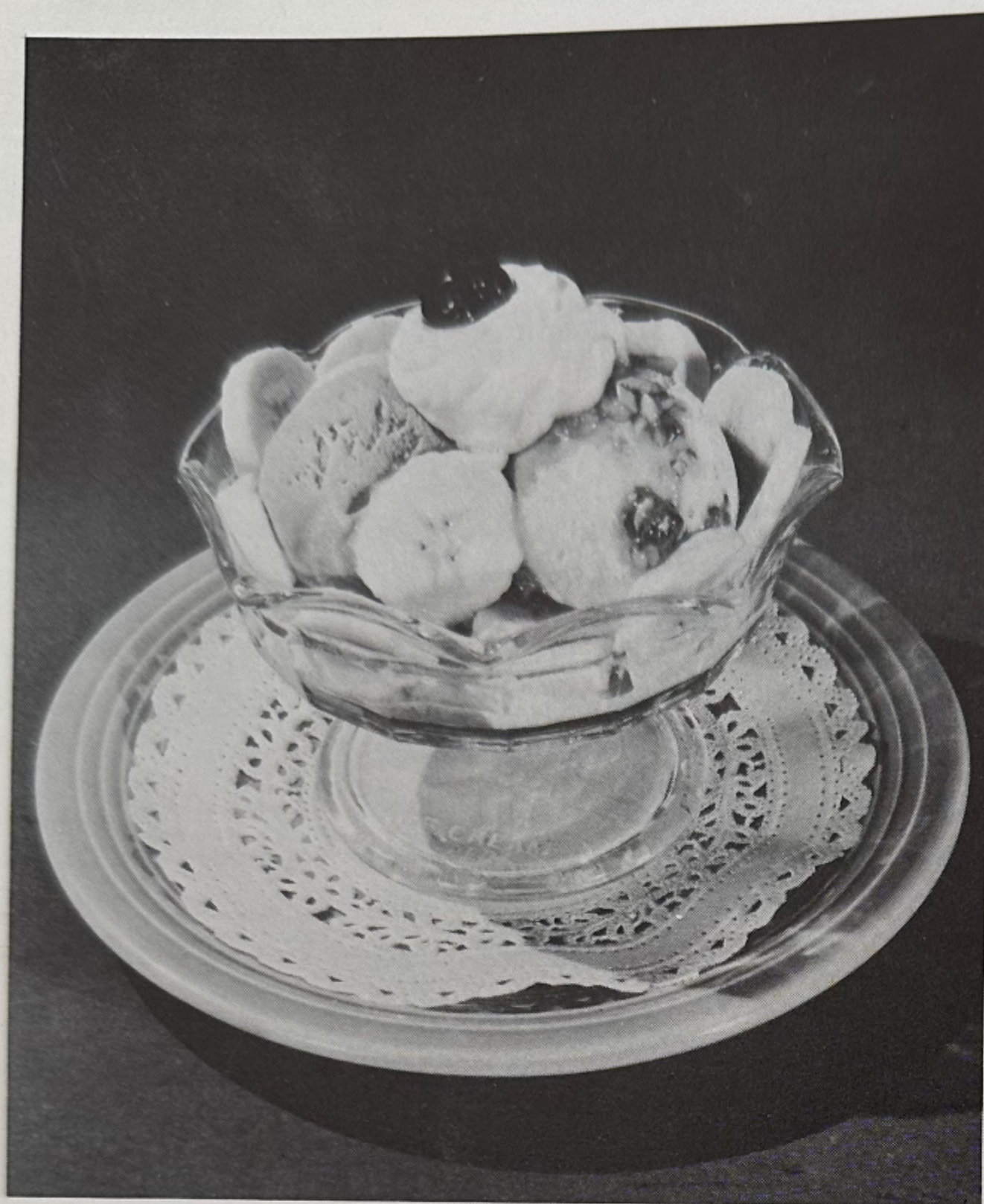
MERRY-GO-ROUND

Ingredients:

Butterscotch Topping
Nuts in Syrup
Butterscotch or Vanilla Ice Cream
Banana
Whipped Cream
Red Cherry

Procedure:

Peel the banana and slice in half, lengthwise, and then crosswise. Into a round sundae dish put $\frac{1}{2}$ oz. butterscotch topping. On the sauce place 1 #12 dipper Butterscotch or Vanilla Ice Cream. Lay the banana quarters against the Ice Cream in vertical position, keeping the seed side out. Pour over $\frac{3}{4}$ oz. Butterscotch and 1 spoon nuts in syrup. Garnish with whipped cream and a red cherry.



BOUQUET BANANA ROYAL

Ingredients:

Wheel Sliced Banana
Crushed Pineapple
Chopped Nuts
Whipped Cream
Whole Cherry
Vanilla Ice Cream
Strawberry Ice Cream
Chocolate Ice Cream

Procedure:

Cover the bottom of an Ice Cream Bowl or round sundae dish with slices of banana, then top with one #30 dipper each of Vanilla—Strawberry—Chocolate Ice Cream. Now surround with balance of wheel slices of banana. Spread over all about 1 ounce of crushed pineapple. Sprinkle with chopped nuts or a ladle of nuts in syrup. Decorate with spiral of whipped cream and whole cherry.

ORANGE ROYAL

Ingredients:

Butterscotch Variegated Ice Cream
Orange Sections
Orange Syrup
Chopped Nuts
Whipped Cream

Procedure:

Make a whorl of orange sections around bottom of an Ice Cream Bowl or round sundae dish. In the center place 2 #20 dippers of Butterscotch variegated Ice Cream. Cover with 1 oz. orange syrup. Sprinkle with chopped nuts. Top with whipped cream and decorate with a piece of orange.

FRUIT CUP ROYAL

Ingredients:

Banana Slices
Orange Segments
Strawberry Ice Cream
Orange Syrup
Chopped Nuts
Whipped Cream

Procedure:

Into an Ice Cream bowl or round sundae dish, arrange banana slices and orange segments (about 5 banana slices and 3 orange slices). Over this place 1 #12 dipper of strawberry or other fruited Ice Cream. Cover with 1½ ounces orange syrup. Top with whipped cream and garnish with a banana slice. Sprinkle chopped nuts over all.

RASPBERRY BANANA ROYAL

Ingredients:

Fresh Raspberries
Sliced Bananas
Vanilla Ice Cream
Whipped Cream

Procedure:

Into an Ice Cream bowl or round dish, place a layer of sliced bananas. Add 1 #12 dipper Vanilla Ice Cream. Cover with 1½ ounces fresh raspberry topping. Top with whipped cream and decorate with a whole raspberry.

PEACH ROYAL

Ingredients:

Vanilla Ice Cream
Sliced Peaches
Chopped Nuts
Whipped Cream

Procedure:

Cover the bottom of an Ice Cream bowl or round sundae dish with $1\frac{1}{2}$ ounces sliced peaches. Top with 2 #20 dippers of Vanilla Ice Cream, side by side. Sprinkle with chopped nuts or nuts in syrup. Garnish with whipped cream topped with a slice of peach or a cherry.



BANANA MALTED ROYAL

Ingredients:

Chocolate Ice Cream
Vanilla Ice Cream
Ripe Sliced Banana
Chocolate Syrup
Malted Milk Powder
Whipped Cream
Whole Cherry

Procedure:

Cover the bottom of an Ice Cream Bowl or round dish with the wheel slices of half a banana. Top with a #12 dipper—half vanilla and half Chocolate Ice Cream. Cover with $1\frac{1}{2}$ ounces of chocolate syrup. Now surround with the rest of wheel slices of banana. Sprinkle over all a soda spoon of malted milk powder. Garnish with a spiral of whipped cream and a cherry.

HOT FUDGE BANANA ROYAL

Ingredients:

Hot Fudge
Ice Cream
Sliced Banana
Whipped Cream

Procedure:

In the bottom of an Ice Cream bowl or round dish place a layer of sliced bananas. On top of this place 3 #24 dippers of assorted flavors of Ice Cream, Chocolate, Vanilla, Strawberry, or a similar combination. Cover the 3 molds with hot fudge, using $1\frac{1}{2}$ oz. for the complete service. Top center mold with whipped cream and garnish with a slice of banana.

THE BOUQUET

Ingredients:

Slice Pineapple
Strawberry Ice Cream
Chocolate Ice Cream
Vanilla Ice Cream
Crushed Cherries
Pecan Halves
Whipped Cream
Cherry

Procedure:

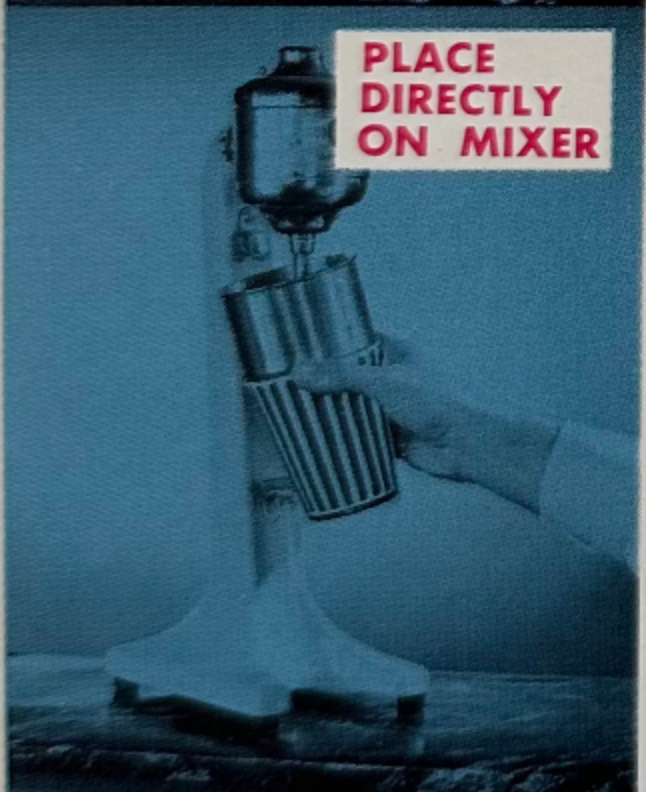
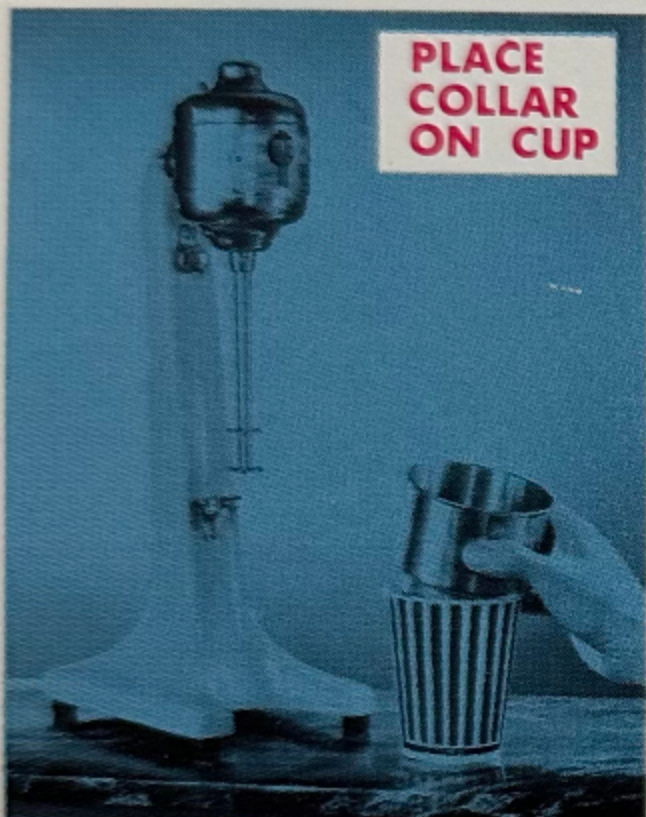
Into an Ice Cream bowl or round dish, place a ring of pineapple. On this place 1 #30 dipper each of Strawberry Ice Cream, Chocolate Ice Cream and Vanilla Ice Cream. Ladle $1\frac{1}{2}$ ounces of crushed Cherries over the three molds of Ice Cream. Place 5 or 6 pecan halves on the topping. Decorate the center with whipped cream, top with a cherry.



milk drinks



PAPER SERVICE



One of the "Big Three" services at the soda fountain, the milk shake made with Ice Cream is a very good profit-maker. People like mixed Ice Cream drinks. They like the velvety smoothness and refreshment of a well mixed, fully aerated combination of flavor, milk and Ice Cream. The wide public acceptance and outstanding consumption of malted milks, milk shakes with Ice Cream, and milk shakes with egg is proved through their continued movement over the soda fountains.

An accurate formula, carefully followed, using cold milk, and chilled syrup, with a good portion of Ice Cream, then mixing the drink to greatest aeration—these are secrets of making the milk drink "big business" at the soda fountain or Ice Cream department. A reputation can be established, business and profits grow, with the creation of that taste satisfaction in your Ice Cream milk drinks.

Steps in making the Basic Milk Shake

1.



2.



3.



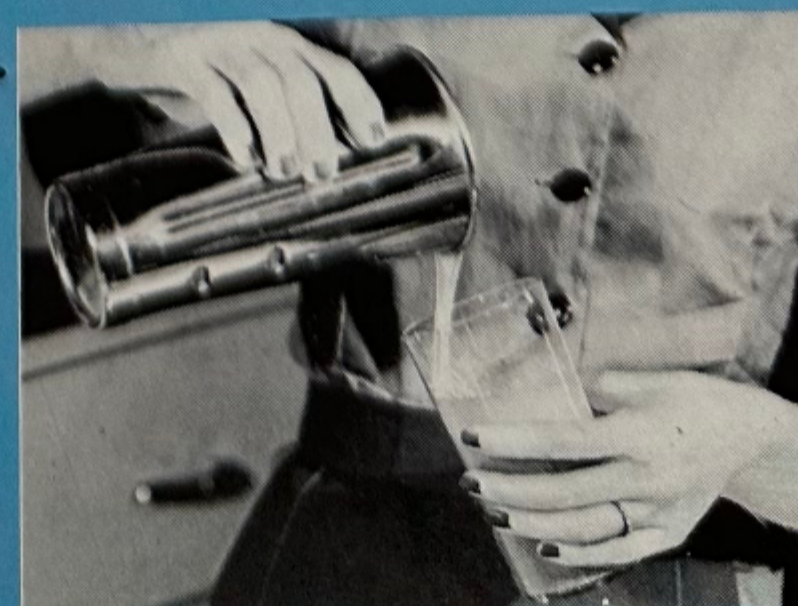
4.



5.



6.



1. Pour into a mixing cup or paper cup 6 oz. very cold pasteurized milk or 5 oz. very cold homogenized milk.
2. Add to the milk 1½ oz. syrup or fruit-in-syrup.
3. Next, put 2 No. 24 dippers of Ice Cream into the mixing cup.
4. Place the cup on the mixer and leave it there long enough to blend the mixture thoroughly.
5. While the drink is mixing, spot a soda spoonful of whipped cream around the interior of a thin shell glass.
6. Pour the mixture from the mixing cup into the glass filling it not quite full. Then give it a Spotlite Sendoff—the glass on a doily or doily covered plate with straws, spoon and the mixing cup containing the over pour.
7. If paper service is used place soda spoonful of whipped cream on top of drink at side of paper cup and give it the Spotlite Sendoff.

CHOCOLATE MILK SHAKE

GLASS SERVICE

Ingredients:

Cold Pasteurized Milk
Vanilla Ice Cream
Chocolate Syrup
Whipped Cream

Procedure:

Into a cold mixing cup put 6 ounces cold pasteurized milk. Add $1\frac{1}{2}$ ounces of chocolate syrup and 2 #24 dippers of vanilla Ice Cream. Place on the mixer long enough to blend thoroughly. Fill a whipped cream dotted thin shell glass nearly full and serve the mixing can on the side for over-pour.

PAPER SERVICE

Ingredients:

Cold Pasteurized Milk
Vanilla Ice Cream
Chocolate Syrup
Whipped Cream

Procedure:

Into a cold mixing cup put 6 ounces cold pasteurized milk. Add $1\frac{1}{2}$ ounces of chocolate syrup and 2 #24 dippers of vanilla Ice Cream. Place on the mixer long enough to blend thoroughly. Fill a paper service almost full. Garnish with whipped cream and then spot the whipped cream with chocolate syrup as shown in picture.



BROADWAY MILK SHAKE

Ingredients:

Cold Pasteurized Milk — Chocolate Ice Cream
Coffee Syrup — Whipped Cream

Procedure:

Into a cold mixing cup, put six ounces cold pasteurized milk. Add one and one half ounces of coffee syrup, and two #24 dippers chocolate Ice Cream. Place on mixing machine long enough to blend thoroughly. Pour into a whipped cream dotted glass and serve with mixing cup at side.

DOUBLE RICH MILK SHAKE

Ingredients:

Cold Pasteurized Milk, Chocolate Syrup
Chocolate Ice Cream, Whipped Cream

Procedure:

Into a mixing cup put 4 oz. cold pasteurized milk. Add 1½ oz. chocolate syrup and 3 #24 dippers Chocolate Ice Cream. Place on mixer long enough to mix thoroughly. Pour into a whipped cream dotted glass and serve with mixing cup at the side.

FROSTED CHOCOLATE FLOAT

Ingredients:

Cold Pasteurized Milk, Chocolate Syrup
Vanilla Ice Cream, Whipped Cream

Procedure:

Into a mixing cup put 6 oz. cold pasteurized milk. Add 1½ oz. chocolate syrup, and 1 #24 dipper Vanilla Ice Cream. Place on mixer long enough to blend thoroughly. Pour into a whipped cream dotted glass until three-fourths full, then top with 1 #24 dipper of Vanilla Ice Cream.

CHOCOLATE PEP MILK SHAKE

Ingredients:

Cold Pasteurized Milk, Chocolate Syrup
Peppermint Stick Ice Cream, Whipped Cream

Procedure:

Into a mixing cup put 6 oz. cold pasteurized milk. Add 1½ oz. chocolate syrup and 2 #24 dippers Peppermint Stick Ice Cream. Place on mixer long enough to blend thoroughly. Serve in a whipped cream dotted glass with mixing cup at side.

EGG CHOCOLATE

Ingredients:

Cold Pasteurized Milk, Fresh Egg
Chocolate Syrup, Vanilla Ice Cream, Whipped Cream

Procedure:

Into a mixing cup put 6 oz. cold pasteurized milk. Add 1 fresh egg, 1½ oz. chocolate syrup and 2 #24 dippers Vanilla Ice Cream. Place on mixer until well blended. Serve in a whipped cream dotted thin shell glass, with mixing cup at side.



NUTMEG MILK SHAKE

GLASS SERVICE

Ingredients:

FORMULA 1

6 ounces Cold Pasteurized Milk
2 #24 dippers of Egg Nog Ice Cream
1 ounce Simple Syrup
Whipped Cream
Dash of Nutmeg for garnish

FORMULA 2

6 ounces Cold Pasteurized Milk
2 #24 dippers of Vanilla or Special
Flavored Ice Cream
1½ ounces Egg Nog Syrup
Whipped Cream
Dash of Nutmeg for garnish

Procedure:

Into a cold mixing cup put 6 ounces cold pasteurized milk. Add Ice Cream and syrup in accordance with above formulas. Place on mixer long enough to blend thoroughly. Pour into a thin shell glass, garnish with whipped cream and sprinkle lightly with nutmeg. Serve the mixing can at the side for overpour.



PAPER SERVICE

Ingredients:

FORMULA 1

6 ounces Cold Pasteurized Milk
2 #24 dippers of Egg Nog Ice Cream
1 ounce Simple Syrup
Whipped Cream
Dash of Nutmeg for garnish

FORMULA 2

6 ounces Cold Pasteurized Milk
2 #24 dippers of Vanilla or Special
Flavored Ice Cream
1½ ounces Egg Nog Syrup
Whipped Cream
Dash of Nutmeg for garnish

Procedure:

Into a cold mixing cup place 6 ounces cold pasteurized milk. Add Ice Cream and syrup in accordance with above formulas. Place on mixer long enough to blend thoroughly. Pour into a clean paper service, garnish with whipped cream and sprinkle lightly with nutmeg. Serve the mixing can at the side for overpour.

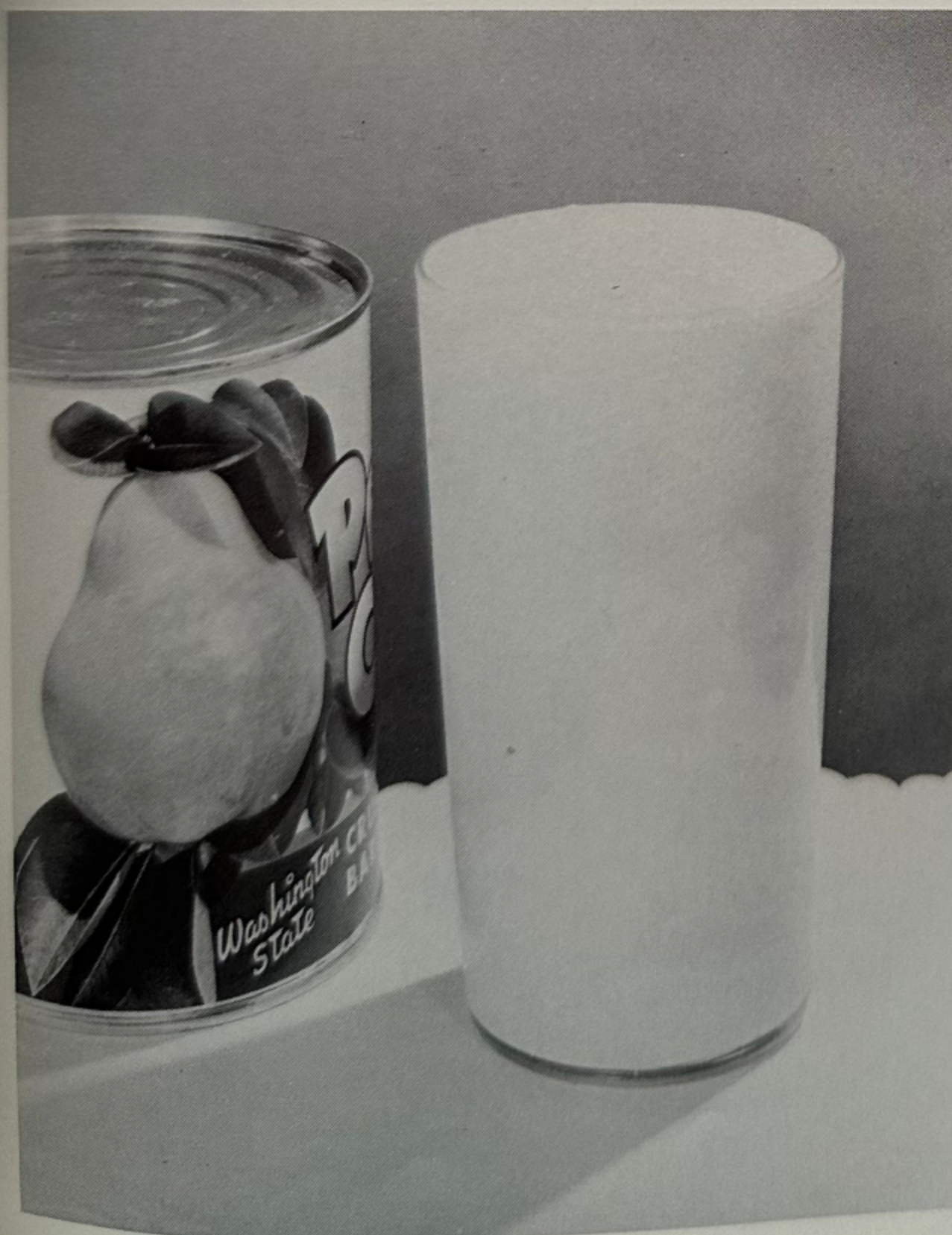
PEACH CRUSH MILK SHAKE

Ingredients:

Peach Crush
Pasteurized Milk
Vanilla Ice Cream

Procedure:

Into a mixing cup place five ounces of cold pasteurized milk. Add three ounces peach crush and two #24 dippers vanilla Ice Cream. Place on the mixer long enough to blend thoroughly. Pour into a whipped cream dotted thin shell glass or a paper service and serve with the mixing can at the side for overpour.



PEAR CRUSH MILK SHAKE

Ingredients:

Bartlett Pear Crush
Pasteurized Milk
Vanilla Ice Cream

Procedure:

Into a mixing cup place five ounces of cold pasteurized milk. Add three ounces Bartlett pear crush and two #24 dippers vanilla Ice Cream. Place on the mixer long enough to blend thoroughly. Pour into a whipped cream dotted thin shell glass or a paper service and serve with the mixing can at the side for overpour.

MALTED MILK

GLASS SERVICE

Ingredients:

Cold Pasteurized Milk
Vanilla Ice Cream
Chocolate Syrup (or desired flavor)
Malted Milk Powder
Whipped Cream

Procedure:

Into a cold mixing cup put 6 ounces of cold pasteurized milk. Add $1\frac{1}{2}$ ounces of syrup and 2 #24 dippers of vanilla Ice Cream. Then add 1 rounded spoonful or clip measure malted milk powder. Place on the mixer long enough to blend thoroughly. Fill a whipped cream dotted thin shell glass nearly full and serve the mixing cup on the side for overpour.

PAPER SERVICE

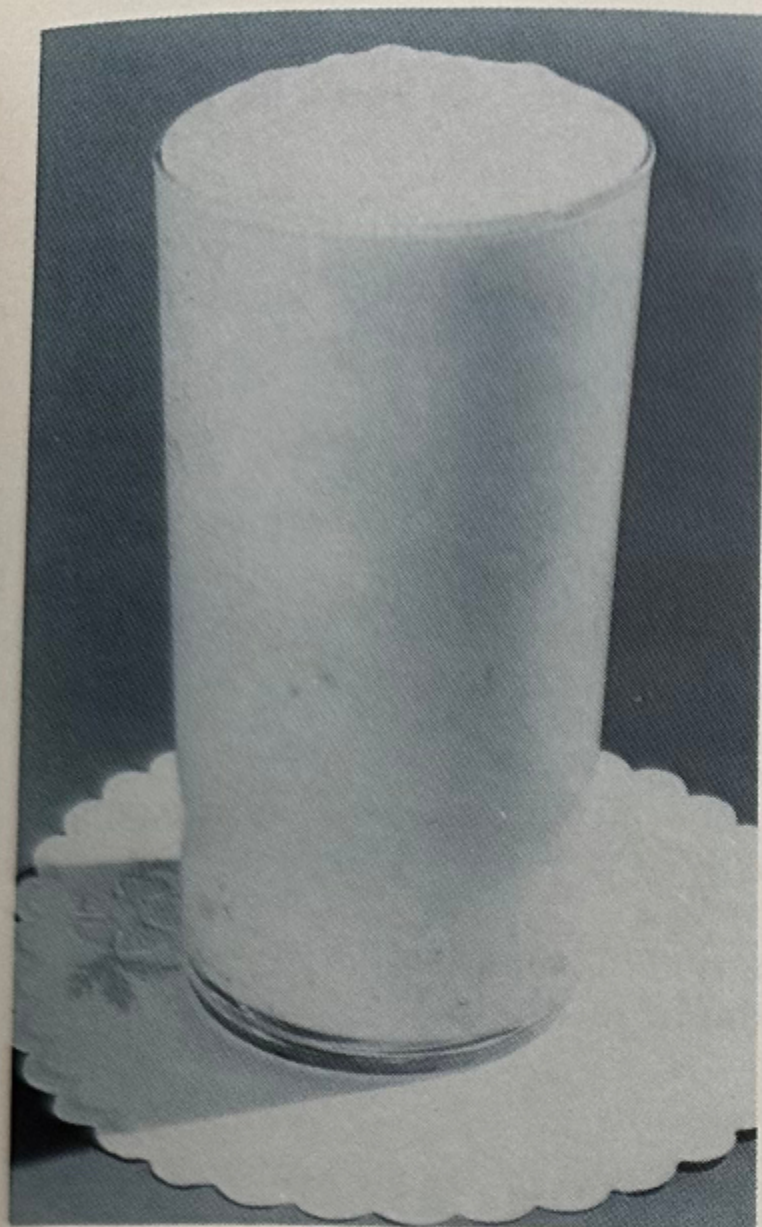
Ingredients:

Cold Pasteurized Milk
Vanilla Ice Cream
Chocolate Syrup (or desired flavor)
Malted Milk Powder
Whipped Cream

Procedure:

Into a cold mixing cup put 6 ounces of cold pasteurized milk. Add $1\frac{1}{2}$ ounces of syrup and 2 #24 dippers of vanilla Ice Cream. Then add 1 rounded spoonful or clip measure of malted milk powder. Place on mixer long enough to blend thoroughly. Fill a paper service almost full. Garnish with whipped cream and serve with the mixing cup on the side for overpour.





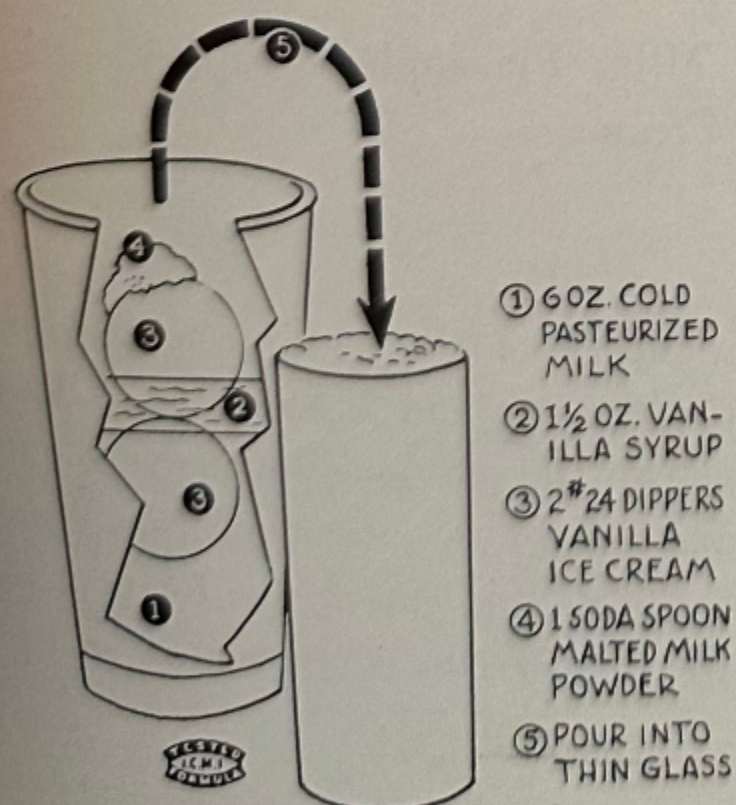
VANILLA MALTED MILK

Ingredients:

Cold Pasteurized Milk
Vanilla Syrup
Vanilla Ice Cream
Malted Milk Powder

Procedure:

Into a cold mixing cup put 6 ounces of cold pasteurized milk. Add 1½ ounces Vanilla Syrup, 2 #24 dippers of Vanilla Ice Cream and 1 soda spoon of Malted Milk Powder. Place on the mixer long enough to blend thoroughly. Fill a whipped cream dotted thin shell glass ¾ths full and serve mixing can at the side for over-pour.



BUTTERSCOTCH MALTED MILK

Ingredients:

Cold Pasteurized Milk
Butterscotch Ice Cream
Butterscotch Syrup
Malted Milk Powder

Procedure:

Into a cold mixing cup put 6 ounces of cold pasteurized milk. Add 1½ ounces of Butterscotch Syrup, 2 #24 dippers of Butterscotch Ice Cream, and 1 soda spoon of Malted Milk Powder. Place on the mixer long enough to blend thoroughly. Fill a whipped cream-dotted thin shell glass ¾ths full and serve the mixing can at the side for over pour.

For table service the mixing cup is eliminated, and the glass completely filled.

COFFEE MALTED MILK

Ingredients:

Cold Pasteurized Milk
Coffee or Vanilla Ice Cream
Coffee Syrup
Malted Milk Powder

Procedure:

Into a cold mixing cup put 6 ounces of cold pasteurized milk. Add 1½ ounces of Coffee Syrup, and 2 #24 dippers of Coffee or Vanilla Ice Cream, 1 soda spoon of Malted Milk Powder. Place on the mixer long enough to blend thoroughly. Fill a whipped cream-dotted thin shell glass ¾ths full and serve the mixing can at the side for over pour.

For table service the mixing cup is eliminated, and glass completely filled.

NOTE: If you use homogenized milk reduce the amount in these formulas to 5 ounces.



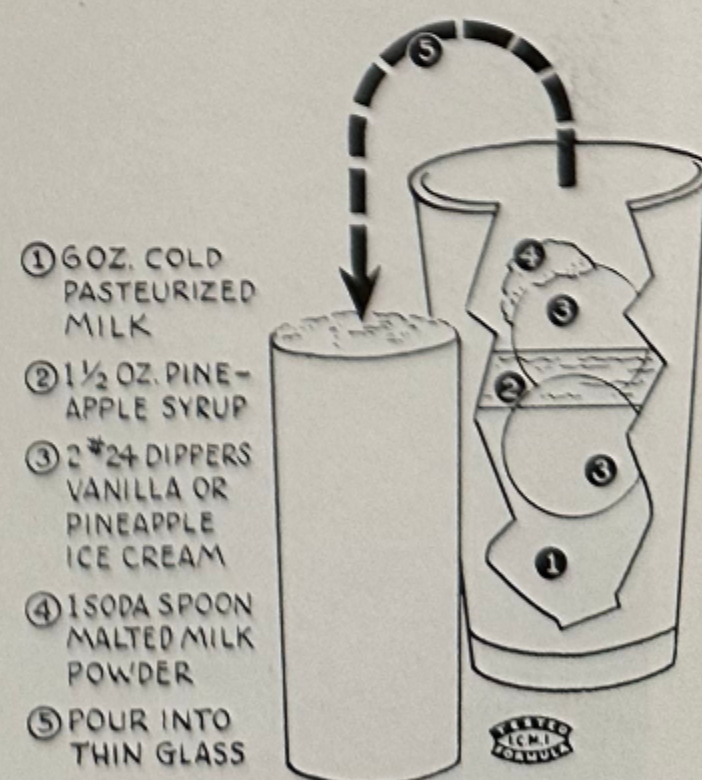
PINEAPPLE MALTED MILK

Ingredients:

Cold Pasteurized Milk
Pineapple Syrup
Vanilla or Pineapple Ice Cream
Malted Milk Powder

Procedure:

Into a cold mixing cup put 6 ounces cold pasteurized milk. Add 1½ ounces Pineapple Syrup, 2 #24 dippers of Vanilla or Pineapple Ice Cream, and 1 soda spoon malted milk powder. Place on the mixer long enough to blend thoroughly. Fill a whipped cream dotted thin shell glass, ¾ths full and serve the mixing can at the side for over-pour.



Vary the formula according to the type drink you are making...

LIGHTWEIGHT

6 oz. cold milk 1½ oz. syrup
2 #24 dippers Ice Cream

MIDDLEWEIGHT

5 oz. cold milk 1½ oz. syrup
3 #24 dippers Ice Cream

HEAVYWEIGHT

4 oz. very cold milk
1½ oz. syrup
3 #24 dippers Ice Cream

COFFEE MILK SHAKE

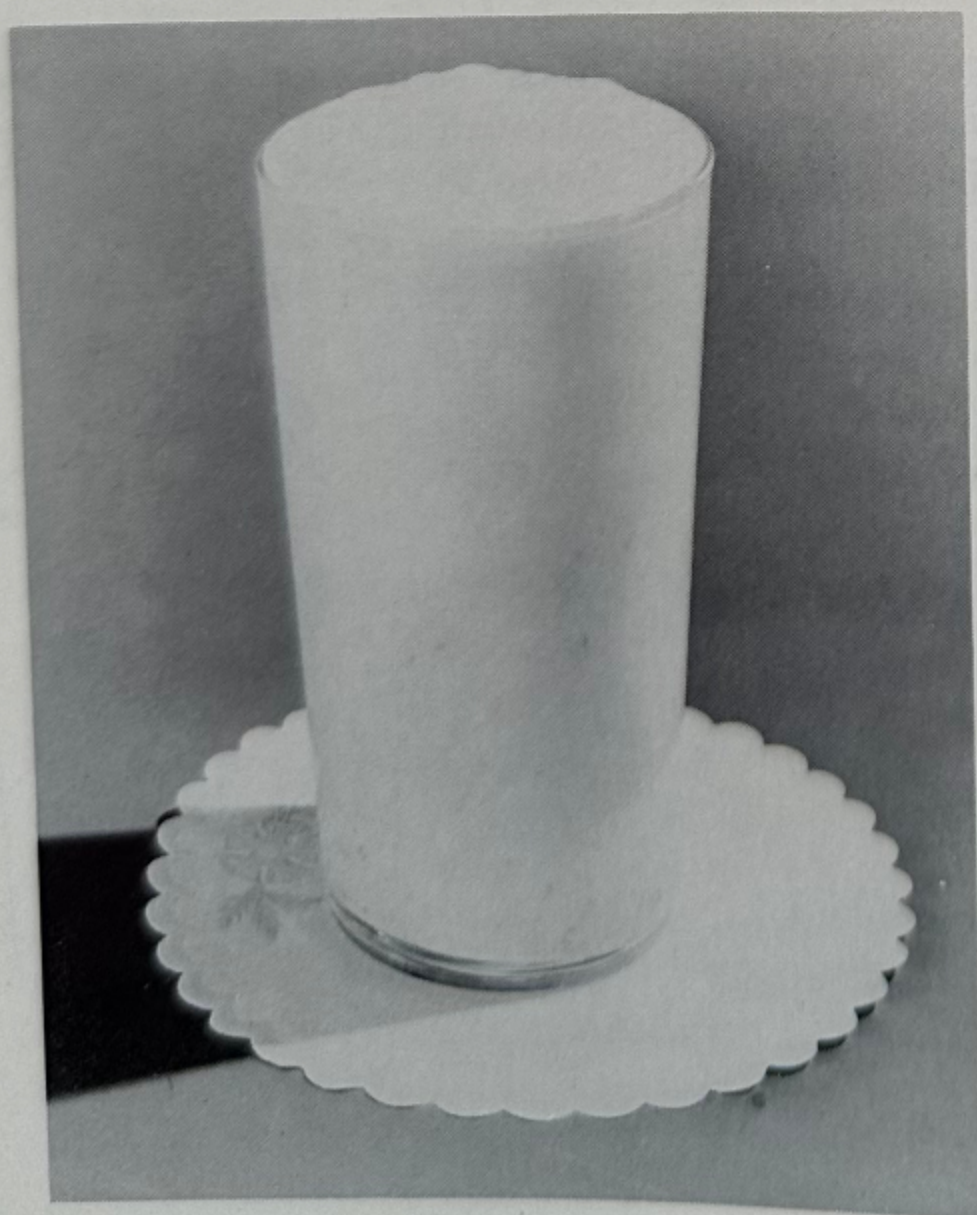
INGREDIENTS:

Cold Pasteurized Milk, Vanilla or Coffee Ice Cream, Coffee Syrup, Whipped Cream.

PROCEDURE:

Into a cold mixing cup put 6 oz. cold pasteurized milk, 1½ oz. of coffee syrup, and 2 #24 dippers Vanilla or Coffee Ice Cream. Place on mixer until thoroughly blended. Pour into a whipped cream dotted thin shell glass, and serve the mixing can at the side for over pour.

For table service the mixing cup is eliminated, and glass completely filled.



MAPLE MILK SHAKE

INGREDIENTS:

Cold Pasteurized Milk, Maple Syrup, Vanilla Ice Cream, Whipped Cream.

PROCEDURE:

Into a cold mixing cup put 6 oz. cold pasteurized milk. Add 1½ oz. maple syrup, and 2 #24 dippers Vanilla Ice Cream. Place on mixer long enough to blend thoroughly. Pour into a whipped cream dotted glass and serve with mixing cup at side.

For table service the mixing cup is eliminated, and the glass completely filled.

NOTE: If you use homogenized milk reduce the amount in the formula to 5 ounces.

PEANUT CRUNCH MILK SHAKE

INGREDIENTS:

Cold Pasteurized Milk, Peanut Crunch, Vanilla Ice Cream, Whipped Cream.

PROCEDURE:

Into a cold mixing cup put 6 oz. cold pasteurized milk. Add 1½ oz. peanut crunch, and 2 #24 dippers Vanilla Ice Cream. Place on the mixer, and leave long enough to blend ingredients thoroughly. Serve in a Whipped Cream dotted thin shell glass, with mixing cup at side for overpour.

For table service the mixing cup is eliminated, and glass is completely filled.

PINEAPPLE MILK SHAKE

INGREDIENTS:

Cold Pasteurized Milk, Pineapple Syrup, Vanilla Ice Cream, Whipped Cream.

PROCEDURE:

Into a cold mixing cup place 6 oz. cold pasteurized milk. Add 1½ oz. pineapple syrup and 2 #24 dippers Vanilla Ice Cream. Place on mixer long enough to blend ingredients thoroughly. Pour into a whipped cream dotted glass, serve with mixing cup at side for over pour. For table service the mixing cup is eliminated, and glass completely filled.

CHERRY MILK SHAKE

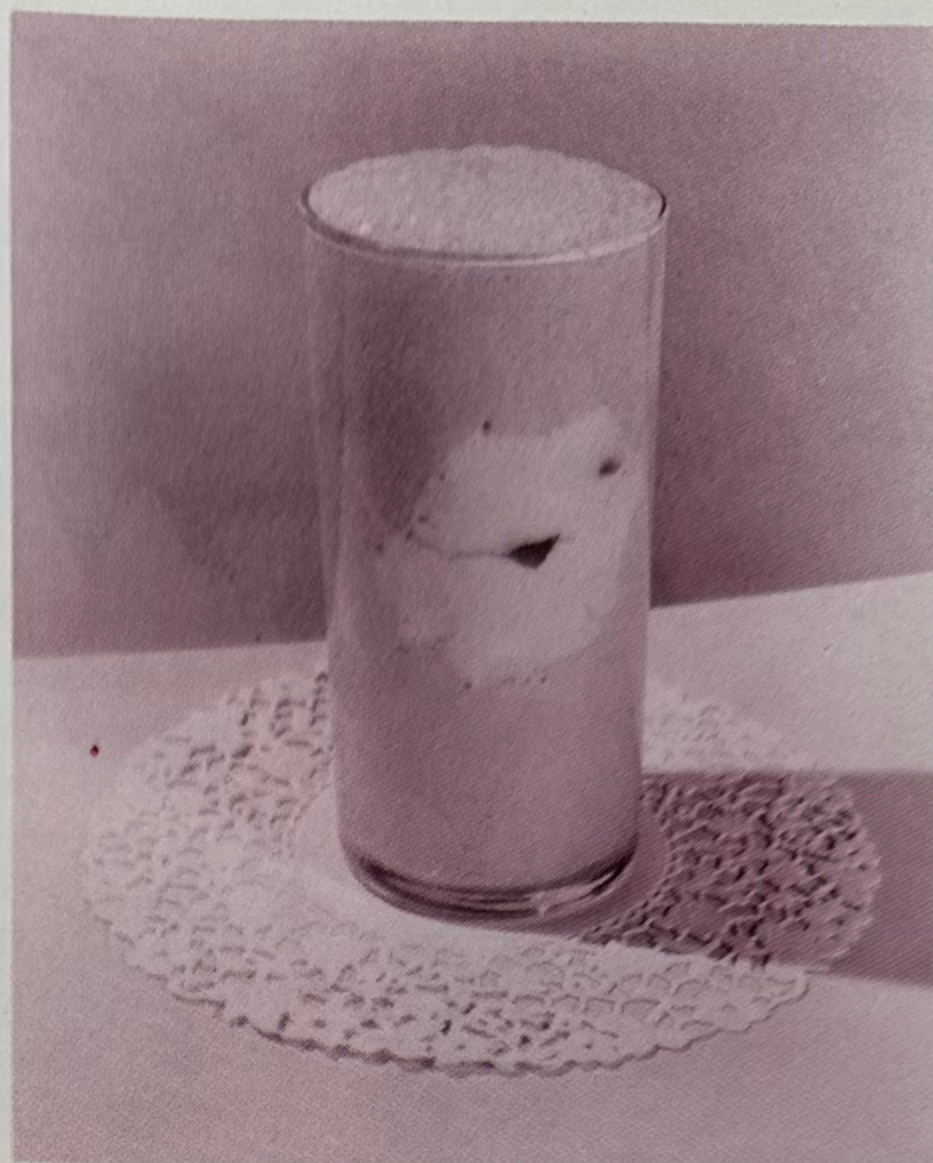
INGREDIENTS:

Cold Pasteurized Milk, Cherry Syrup, Vanilla Ice Cream, Whipped Cream.

PROCEDURE:

Into a cold mixing cup put 6 oz. cold pasteurized milk. Add 1½ oz. Cherry syrup and 2 #24 dippers Vanilla Ice Cream. Place on the mixer long enough to blend ingredients thoroughly. Pour into a whipped cream dotted glass and serve with mixing cup at side.

For table service the mixing cup is eliminated, and glass is completely filled.



VANILLA MILK SHAKE

INGREDIENTS:

Cold Pasteurized Milk, Vanilla Ice Cream, Vanilla Syrup, Whipped Cream.

PROCEDURE:

Into a cold mixing cup put 6 ounces cold pasteurized milk. Add 1½ ounces Vanilla Syrup, and 2 #24 dippers of Vanilla Ice Cream. Place on the mixer long enough to blend thoroughly. Pour into a whipped cream dotted thin shell glass, and serve the mixing can at the side for over pour. For table service the mixing cup is eliminated, and glass completely filled.

STRAWBERRY MILK SHAKE

INGREDIENTS:

Cold Pasteurized Milk, Strawberry Ice Cream, Strawberry Syrup, Whipped Cream.

PROCEDURE:

Into a cold mixing cup put 6 ounces cold pasteurized milk. Add 1½ ounces of Strawberry Syrup, and 2 #24 dippers of Strawberry (or Vanilla) Ice Cream. Place on the mixer long enough to blend thoroughly. Pour into a whipped cream dotted thin shell glass, and serve the mixing can at the side for over pour.

For table service the mixing cup is eliminated, and glass is completely filled.



ROOT BEER MILK SHAKE

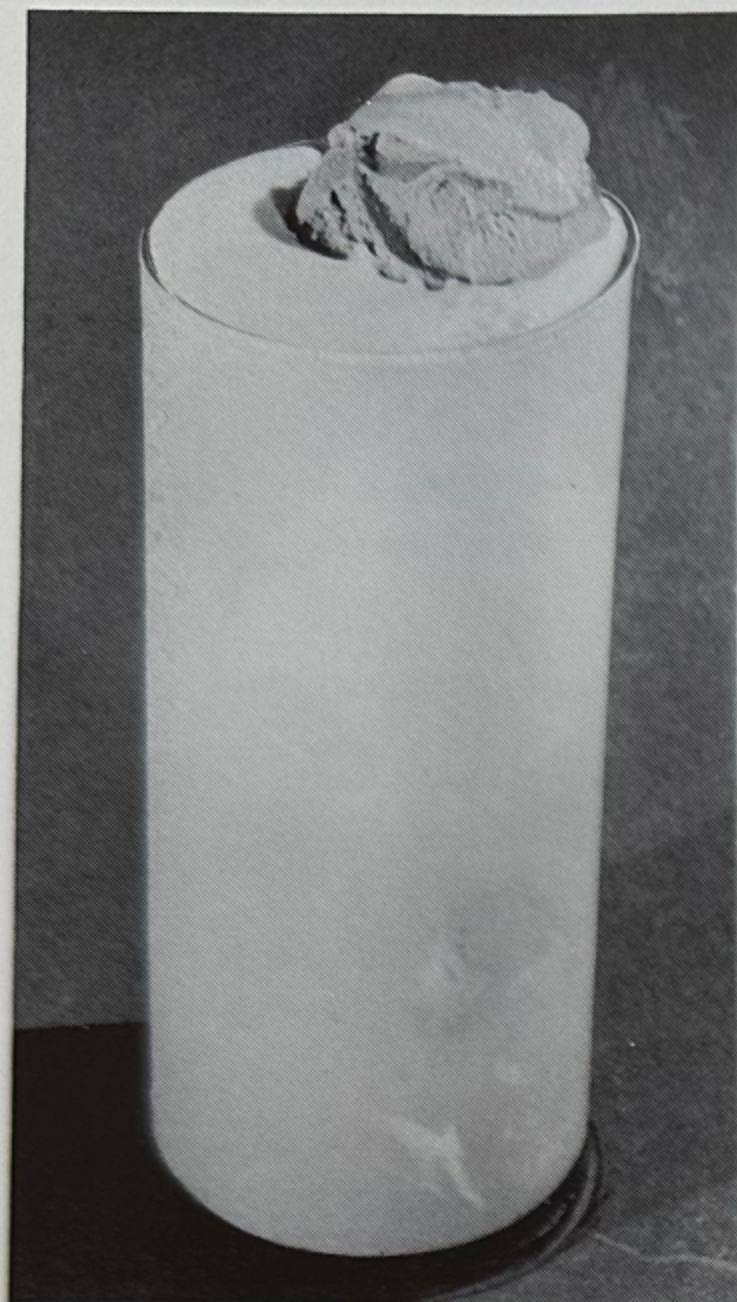
INGREDIENTS:

Cold Pasteurized Milk, Vanilla Ice Cream, Root Beer Syrup, Whipped Cream

PROCEDURE:

Into a cold mixing cup, put six ounces cold pasteurized milk. Add one and one half ounces of root beer syrup, and two #24 dippers vanilla Ice Cream. Place on mixing machine long enough to blend thoroughly. Pour into a whipped cream dotted glass and serve with mixing cup at side. For table service the mixing cup is eliminated, and glass completely filled.

Note: If homogenized milk is used, reduce amount to five ounces.



BROADWAY MILK SHAKE FLOAT

Ingredients:

Cold pasteurized milk
Chocolate syrup
Coffee Ice Cream

Procedure:

Into a cold mixing cup put 6 oz. cold pasteurized milk. Add 1½ ounces Chocolate syrup, 2 #24 dippers of Coffee Ice Cream. Place on mixer until thoroughly blended. Pour into a tall thin shell glass and top with 1 #24 dipper of Chocolate Ice Cream.



VANILLA MILK SHAKE FLOAT

Ingredients:

Cold Pasteurized Milk
Vanilla Syrup
Vanilla Ice Cream

Procedure:

Into a cold mixing cup put 6 ounces cold pasteurized milk. Add 2 #24 dippers of Vanilla Ice Cream and 1½ ounces Vanilla Syrup. Place on the mixer long enough to blend thoroughly. Pour into a whipped cream dotted thin shell glass, and top with 1 #24 dipper of Vanilla Ice Cream.

CHOCOLATE MILK SHAKE FLOAT

Ingredients:

Cold Pasteurized Milk
Chocolate Syrup
Vanilla Ice Cream

Procedure:

Into a cold mixing cup put 6 ounces cold pasteurized milk. Add 1½ ounces Chocolate Syrup, and 2 #24 dippers of Vanilla Ice Cream. Place on mixer until thoroughly blended. Pour into a tall thin shell glass and top with 1 #24 dipper of Vanilla Ice Cream.

RASPBERRY MILK SHAKE FLOAT

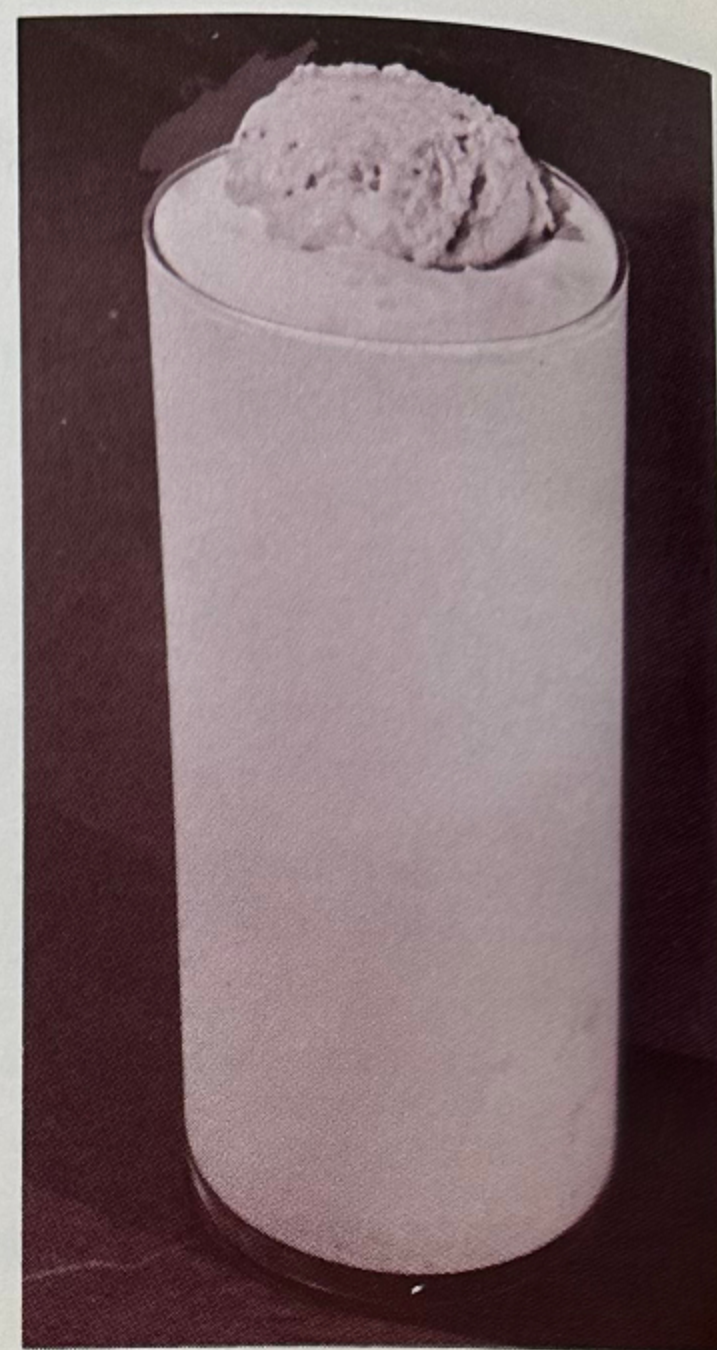
Ingredients:

Cold Pasteurized Milk
Raspberry Syrup
Raspberry Ice Cream

Procedure:

Into a cold mixing cup put 6 ounces cold pasteurized milk. Add 1½ ounces of Raspberry Syrup, and 2 #24 dippers of Raspberry Ice Cream. Place on mixer until thoroughly blended. Pour into a tall thin shell glass and top with 1 #24 dipper of Raspberry Ice Cream.

NOTE: If you use homogenized milk reduce the amount in these formulas to 5 ounces.



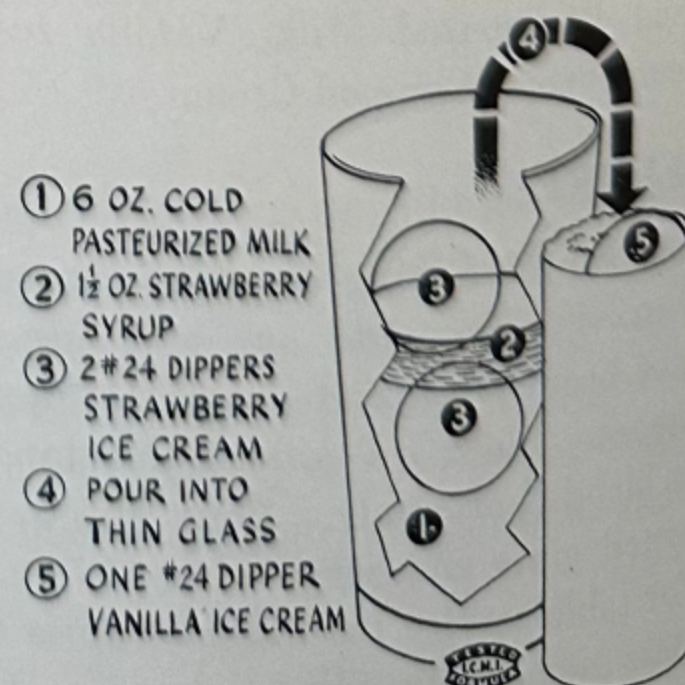
STRAWBERRY MILK SHAKE FLOAT

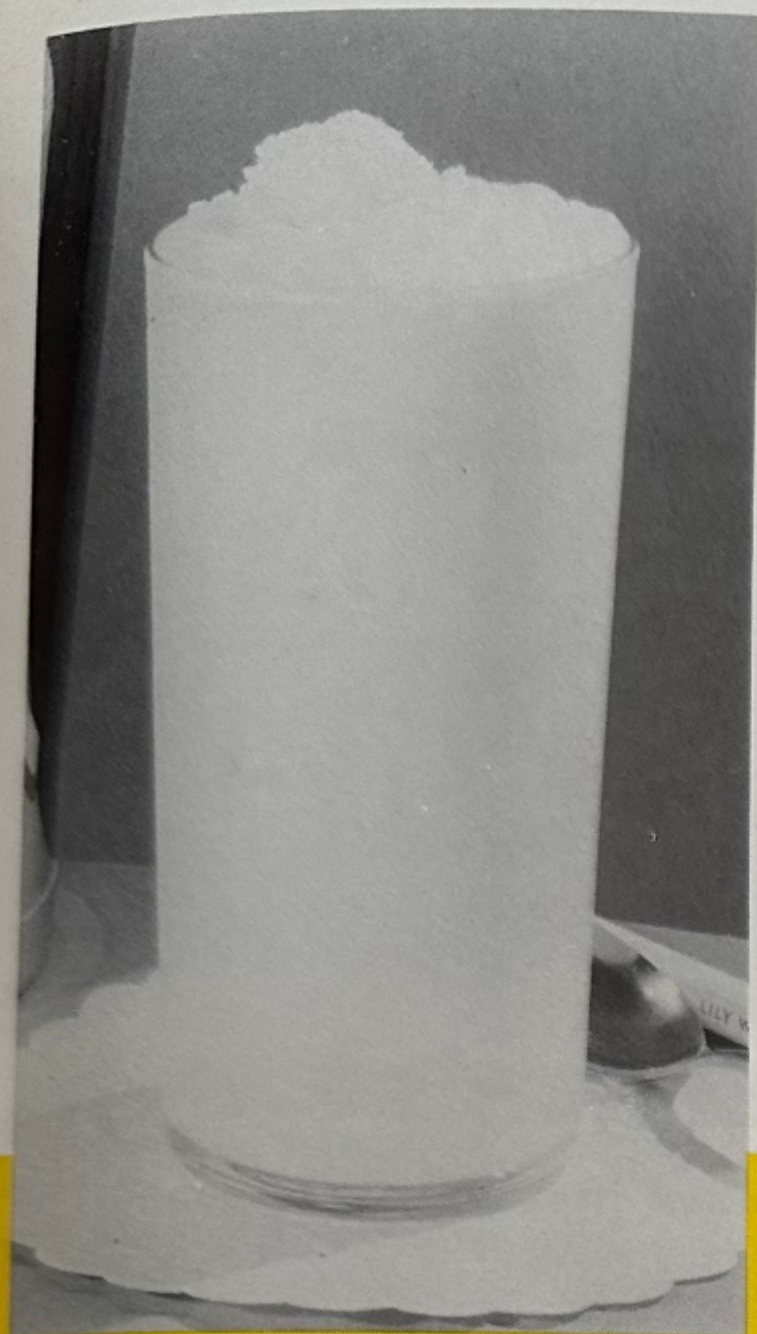
Ingredients:

Cold Pasteurized Milk
Strawberry Syrup
Vanilla or Strawberry Ice Cream

Procedure:

Into a cold mixing cup put 6 ounces of cold pasteurized milk. Add 1½ ounces Strawberry Syrup, 2 #24 dippers of Vanilla or Strawberry Ice Cream. Place on mixer until thoroughly blended. Pour into a tall thin shell glass and top with 1 #24 dipper of Vanilla Ice Cream.





HONEY EGG MALTED MILK

INGREDIENTS:

Cold Pasteurized Milk
Fresh Honey
Vanilla Ice Cream
Fresh Egg
Malted Milk

PROCEDURE:

Into a cold mixing cup put 6 oz. cold pasteurized milk, add $1\frac{1}{4}$ oz. strained honey, 2 #24 dippers Vanilla Ice Cream, 1 fresh egg and 1 soda spoon or 1 trip of malted milk powder. Place on mixer until well blended, then pour through a strainer into a whipped cream dotted glass.

EGG MOCHA

INGREDIENTS:

Cold pasteurized milk—1 Egg—Coffee Syrup—Chocolate Ice Cream

PROCEDURE:

Into a cold mixing cup put 6 oz. cold pasteurized milk. Add 1 fresh egg, $1\frac{1}{2}$ oz. coffee syrup and 2 #24 dippers Chocolate Ice Cream. Place on mixer until well blended. Pour through strainer into a whipped cream dotted thin shell glass. Top with whipped cream and serve with wafers.



CHOCOLATE BRACER

Ingredients:

Cold Pasteurized Milk—Chocolate Syrup
Fresh Egg—Vanilla Ice Cream

Procedure:

Break a fresh egg into a small clear glass. Now, pour the egg into a cold mixing cup. Add 6 oz. cold pasteurized milk, $1\frac{1}{2}$ oz. Chocolate Syrup, and 2 #24 dippers Vanilla Ice Cream. Place on mixing machine just long enough to blend entire mixture thoroughly. Pour through strainer into tall service glass. Top with whipped cream.

MISS SIMPLICITY A'FLOAT

Ingredients:

Cold Pasteurized Milk—Vanilla Syrup
Fresh Egg—Vanilla Ice Cream

Procedure:

Break 1 egg into a small, clear glass. Now, pour the egg into a cold mixing cup. Add 6 ounces cold pasteurized milk, $1\frac{1}{2}$ ounces Vanilla Syrup, 2 #24 dippers Vanilla Ice Cream. Place on mixer until well blended. Pour through a strainer into a tall serving glass and top with 1 #24 dipper of Vanilla Ice Cream.

FRUITED EGG MALTED

Ingredients:

Cold Pasteurized Milk—Fresh Egg
Raspberry Syrup—Angostura Bitters
Vanilla Ice Cream—Malted Milk

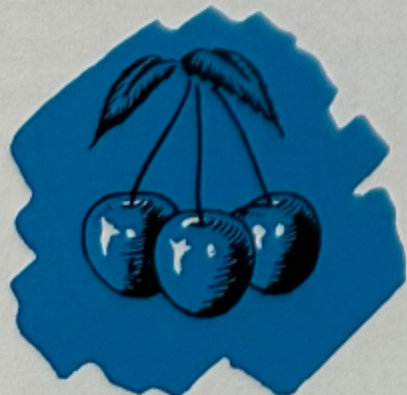
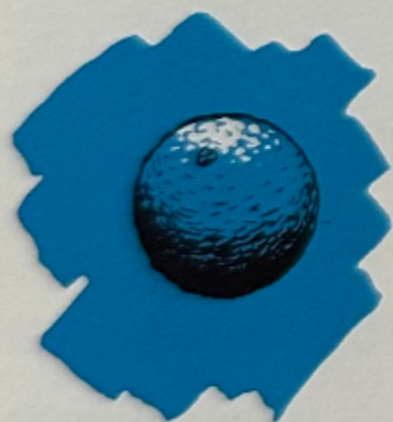
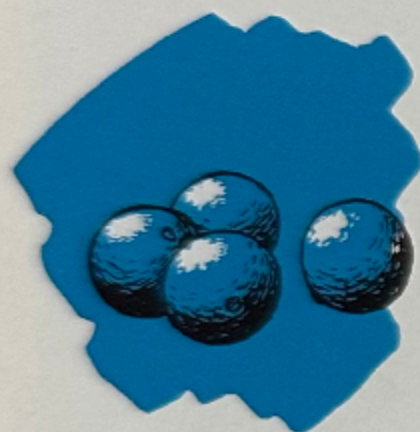
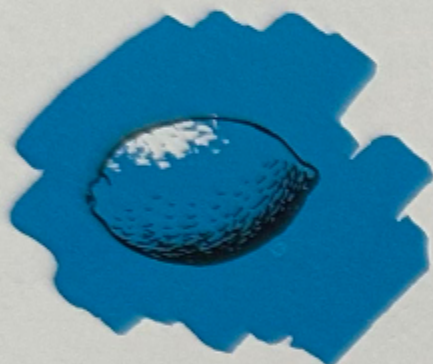
Procedure:

Break a fresh egg into a small, clear glass. Now, pour the egg into a cold mixing cup. Add 6 ounces cold pasteurized milk, $1\frac{1}{2}$ ounces raspberry syrup, 3 dashes angostura bitters, 2 soda spoons malted milk, and 2 #24 dippers of Vanilla Ice Cream. Place on mixing machine just long enough to blend entire mixture thoroughly. Pour through strainer into tall service glass. Serve wafers on the side.

Note: If you use homogenized milk reduce the amount in the formulas to 5 ounces.



freezes, ades, floats



The use of popular fruit juices and flavors in drinks for the soda fountain offers another profitable variation for the menu. The Freeze, in which fruit juices are combined with fruit sherbet or fruit ice, of the same or a blending flavor, has become an established soda fountain favorite. Delightfully cool, tangy, thirst quenching, Freezes produce a fine volume business when properly merchandised. The fruit ade is also a staple item which will repay merchandising emphasis. As a thirst quencher this drink is "tops."

Either the Freeze or the Ade may be made into a Float, by topping the drink with a dipper of fruit sherbet or fruit ice, of the same flavor as the drink, or a blending flavor.

All these drinks are splendid companions to the cold plate luncheon or other hot weather food services. They may be served in paper cups or thin shell glasses, of size and shapes which match your regular service ware. Popular items which add variety to the menu help increase total volume and profits.

**FRUIT ADES and
FRUIT ADE FLOATS
ARE FLAVORFUL**

**THIRST
QUENCHERS**

To Make
**LIMEADE
LEMONADE
ORANGEADE**

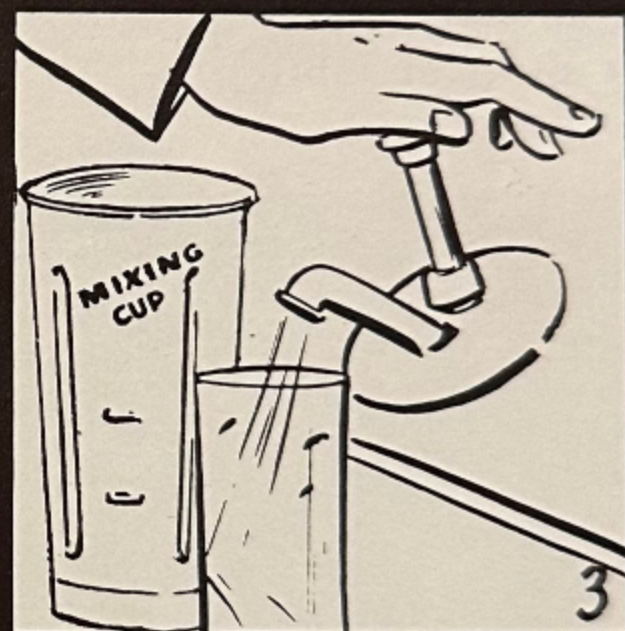
PROCEDURE



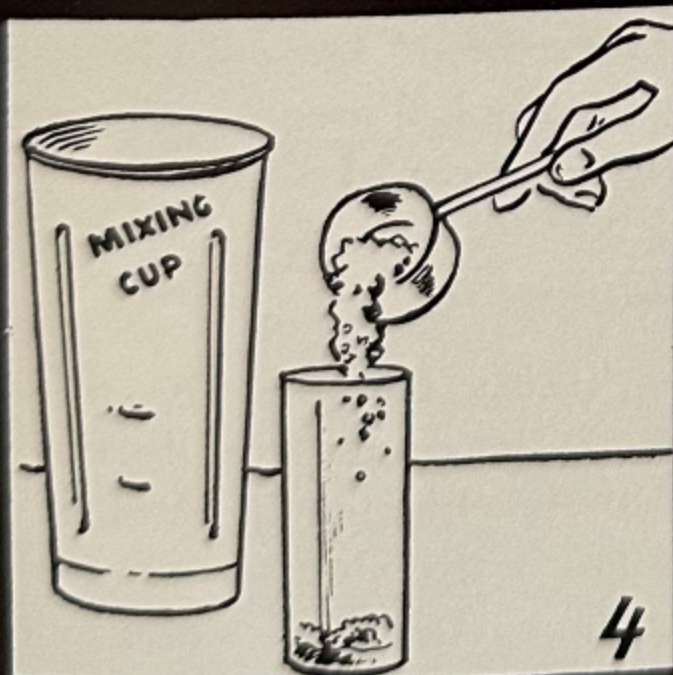
Cut fruit in half on wooden cutting board. Use clean stainless large knife.



Squeeze juice from halved fruit into glass or mixing cup, using either hand squeezer or electric juice extractor.



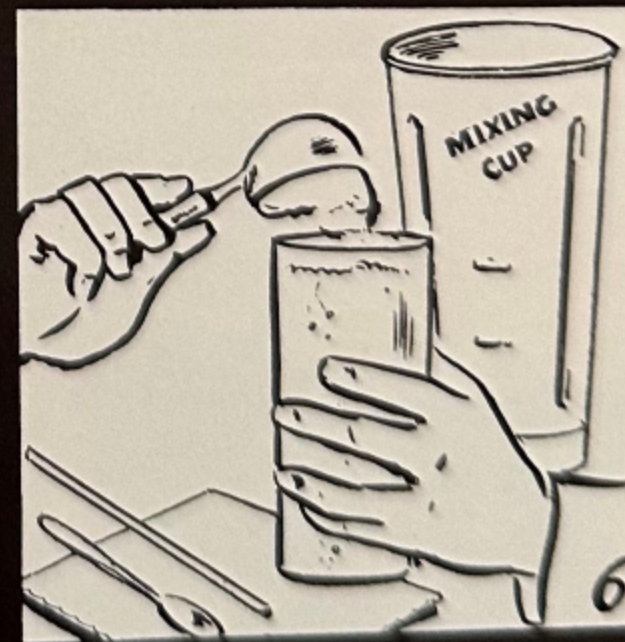
Add 1 to 1½ oz. simple syrup or 3 to 4 soda spoons powdered sugar.



Add 3 oz. cracked ice or several ice cubes or chunks.



Add plain or carbonated water. If float is ordered, fill glass ¾ full.



For float, top with fruit sherbet or fruit ice. Garnish.

ORANGE FREEZE

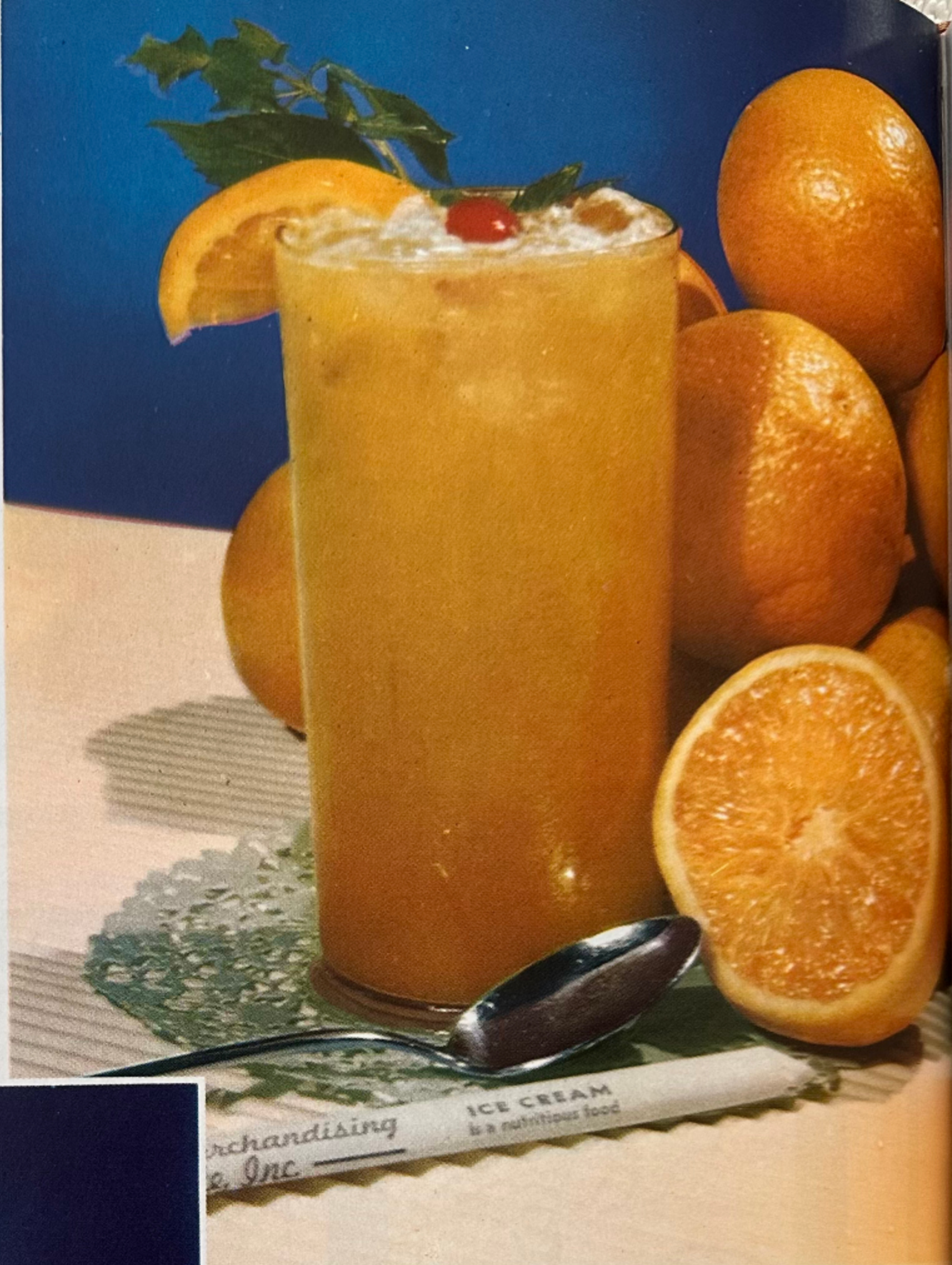
GLASS SERVICE

Ingredients:

Orange Juice — Simple Syrup — Fruit Sherbet or Fruit Ice — Finely Chipped Ice — Carbonated Water — Cherry — Slice of Orange — Sprig of Mint

Procedure:

Into a mixing cup put the juice of half an orange, $\frac{3}{4}$ ths ounce simple syrup, one 1 oz. scoop finely chipped ice and 2 #24 dippers of orange fruit sherbet or fruit ice. Add 5 ounces carbonated water and place on mixer. While the drink is mixing put one 1 ounce scoop of finely chipped ice into a clean, sparkling thin shell glass. Remove the mixing cup from the mixer and pour the blended ingredients into the iced glass. If the glass isn't full, fill with coarse stream carbonated water. On the rim of the glass place a half slice of orange. Garnish with a red cherry and a sprig of mint.



PAPER SERVICE

Ingredients:

Orange Juice — Simple Syrup — Fruit Sherbet or Fruit Ice — Finely Chipped Ice — Carbonated Water — Cherry — Slice of Orange — Sprig of Mint

Procedure:

Into a mixing cup put the juice of half an orange, $\frac{3}{4}$ ths ounce simple syrup, one 1 oz. scoop finely chipped ice and 2 #24 dippers of orange fruit sherbet or fruit ice. Add 5 ounces carbonated water and place on mixer. While the drink is mixing put one 1 oz. scoop finely chipped ice into a clean 12 ounce paper service. Remove the cup from the mixer and pour the blended ingredients into the iced paper service. If the paper service isn't full, fill with coarse stream carbonated water. On the rim of the paper service place a half slice of orange. Garnish with a red cherry and a sprig of mint.



LIME FREEZE

GLASS SERVICE

Ingredients:

Fresh lime — Simple syrup — Lime fruit sherbet or fruit ice — Carbonated water — Finely chipped ice — Cherry — Sprig of Mint

Procedure:

Into a mixing cup put the juice of half a fresh lime, $1\frac{1}{4}$ ounces simple syrup, 1 one ounce scoop cracked ice and 2 #24 dippers of lime fruit ice or fruit sherbet. Add 5 ounces carbonated water and place on mixer. While the drink is mixing put a scoop of finely chipped ice into a clean, sparkling, thin shell glass. Add the shell of $\frac{1}{2}$ lime for color. Remove the cup from the mixer and pour the blended ingredients into the iced glass. If glass isn't full, fill with coarse stream carbonated water. Garnish with a red cherry and a sprig of mint.



PAPER SERVICE

Ingredients:

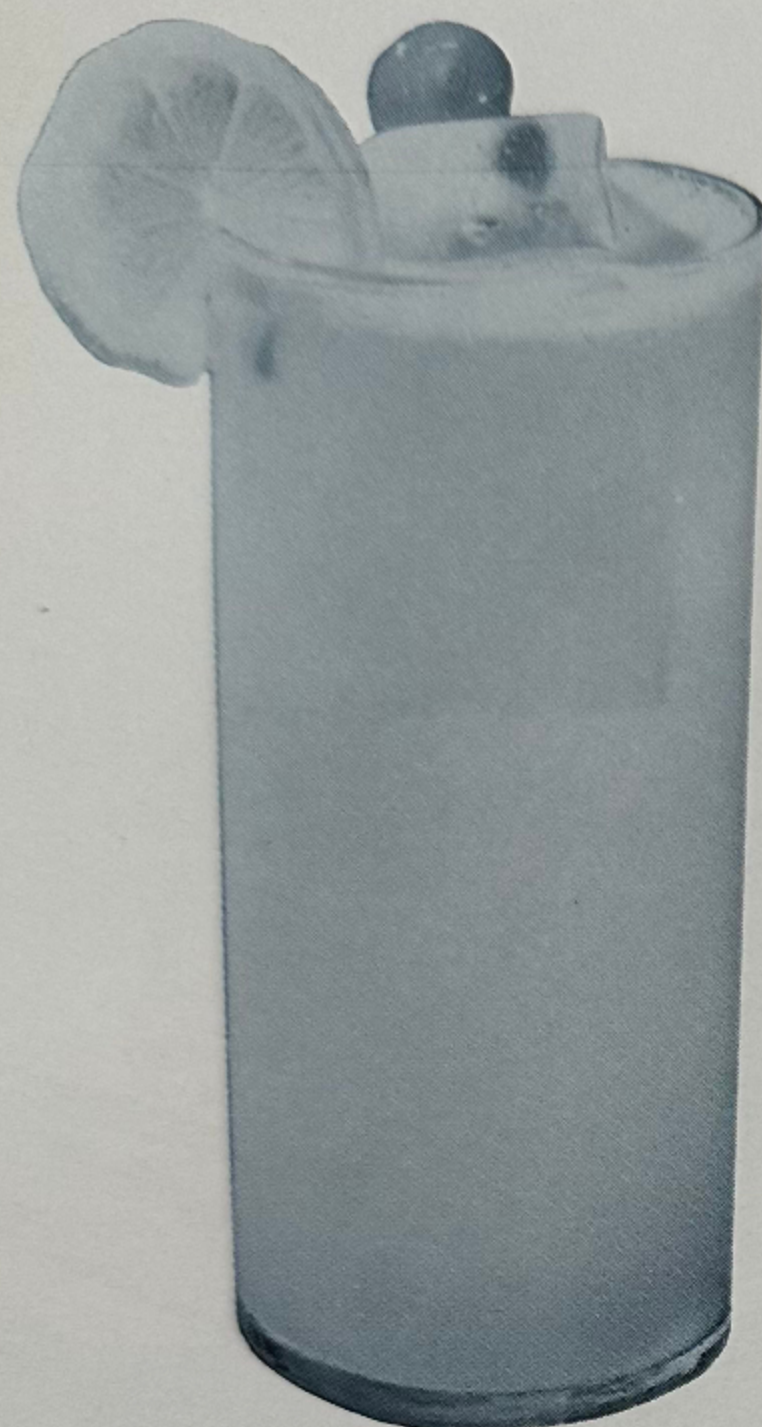
Fresh Lime — Simple Syrup — Lime Fruit Sherbet or Fruit Ice — Carbonated Water — Finely Chipped Ice — Cherry — Sprig of Mint

Procedure:

Into a mixing can put the juice of half a fresh lime, $1\frac{1}{4}$ ounces of simple syrup, 1 one ounce scoop finely chipped ice and 2 #24 dippers of lime fruit sherbet or fruit ice. Add 5 ounces carbonated water and place on mixer. While the drink is mixing put a scoop of finely chipped ice into a clean 12 ounce paper service. Add the shell of $\frac{1}{2}$ lime for color. Remove the can from the mixer and pour the blended ingredients into the iced paper service. If paper service isn't full, finish filling with coarse stream carbonated water. Garnish with a red cherry and a sprig of mint.



THE FREEZE



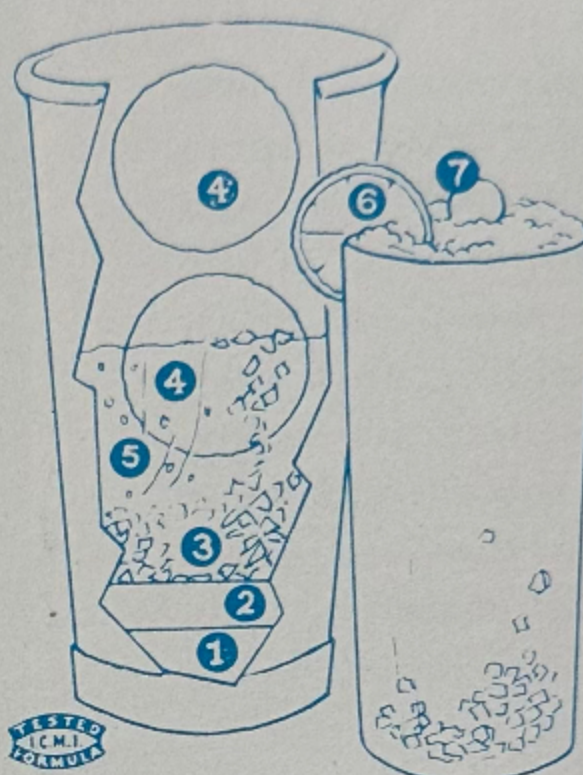
Procedure: Select clean, medium to small size thin skinned orange, lemon or lime. Roll fruit on cutting board to make juice extraction easier. If you are using medium to large size fruit, cut in two and extract the juice from one-half the fruit. If fruit is small (oranges 288's to 344's or lemons 432's to 490's) cut off and discard butt end, saving next slice for garnish. Limes are generally haved in the usual manner. Extract juice . . . then put juice in mixing cup, add simple syrup . . . about $\frac{3}{4}$ ths ounce for orange and $1\frac{1}{4}$ ounces for lemon or lime juice. Add one scoop of cracked ice, and . . . two number twenty-four dips of fruit ice or sherbet, the same flavor as the drink. Add five ounces of carbonated water, and place on mixer. While the drink is mixing, put one scoop of cracked ice into a thin shell glass. Remove the cup from the mixer and pour the blended ingredients into the iced glass.

If the glass isn't full, fill it with coarse-stream carbonated water.

Garnish with the slice of fruit and a red cherry. Serve with spoon and straws on doily or doily covered plate next to the napkin.

Ingredients:

Fruit Juice
Simple Syrup
Fruit Sherbet
or Fruit Ice
Finely Chipped Ice
Carbonated Water
Cherry
Slice of Fruit



- ① JUICE OF ORANGE
LEMON OR LIME
- ② SIMPLE SYRUP
 $\frac{3}{4}$ OZ. FOR ORANGE
 $1\frac{1}{4}$ OZ. FOR LEMON OR LIME
- ③ 1 SCOOP CRACKED ICE
- ④ 2 #24 DIPPERS OF
FRUIT ICE OR SHERBET
(SAME FLAVOR AS DRINK)
- ⑤ 5 OZ. CARBONATED WATER
- ⑥ 1 SLICE FRESH FRUIT
- ⑦ CHERRY

PINEAPPLE FREEZE

Ingredients:

Fresh Lime, Pineapple Juice, Lemon or Pineapple Fruit, Sherbet or Fruit Ice, Carbonated Water, Cracked Ice, Slice Pineapple, Red Cherry.

Procedure:

Into a mixing cup, put the juice of half a fresh lime, 2 ounces pineapple juice, one scoop cracked ice and 2 #24 dippers Pineapple or Lemon Fruit Sherbet or Fruit Ice. Add 5 oz. carbonated water and place on the mixer. While the drink is mixing put a scoop of cracked ice into a thin shell glass. Remove the cup from the mixer and pour the blended ingredients into the iced glass. If the glass isn't full, fill with coarse stream carbonated water. Garnish with a slice of pineapple and a red cherry.

If additional sweetness is desired, simple syrup may be added to the above formula.

GRAPE FREEZE

Ingredients:

Fresh Lime, Grape Juice, Simple Syrup, Cracked Ice, Pineapple, Lemon or Grape Sherbet, or Fruit Ice, Sprig of Mint, Red Cherry.

Procedure:

Into a mixing cup, put 2 ounces of grape juice, juice of half a lime, 1 ounce simple syrup, one scoop cracked ice and 2 #24 dippers of Pineapple, Lemon, or Grape, Fruit Sherbet or Fruit Ice. Add 5 oz. carbonated water and place on the mixer. While the drink is mixing, put a scoop of cracked ice into a thin shell glass. Remove the cup from the mixer and pour the blended ingredients into the iced glass. If glass isn't full, fill with coarse stream carbonated water. Garnish with a sprig of mint and a red cherry.

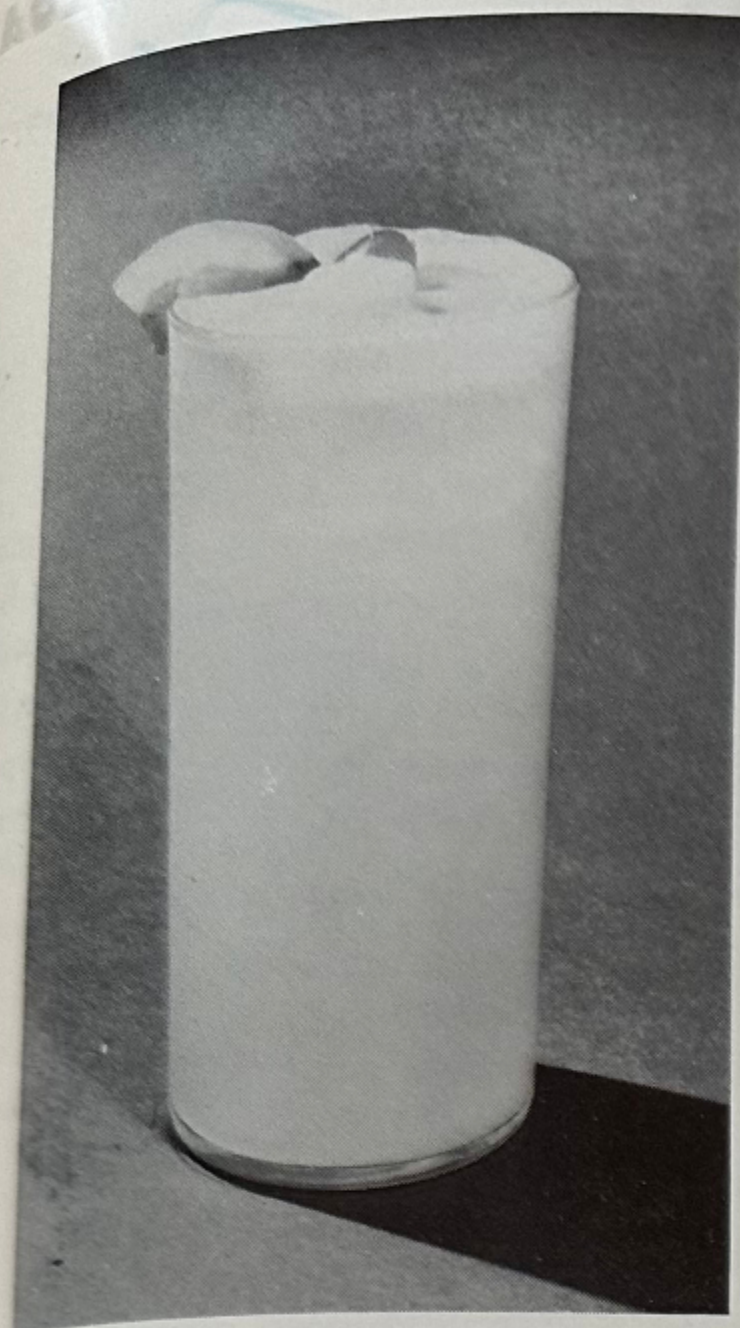
RASPBERRY FREEZE

Ingredients:

Raspberry Syrup, Fresh Lime, Raspberry, Lemon, or Orange Fruit Sherbet or Fruit Ice, Cracked Ice, Carbonated Water, Green Cherry, Slice of Orange.

Procedure:

Into a mixing cup, put the juice of $\frac{1}{2}$ a fresh lime, $1\frac{1}{2}$ ounces raspberry syrup, one scoop cracked ice and 2 #24 dippers of Raspberry, Lemon, or Orange Fruit Sherbet, or Fruit Ice. Add 5 ounces carbonated water and place on the mixer. While the drink is mixing put a scoop of cracked ice into a thin shell glass. Remove the cup from the mixer and pour the blended ingredients into the iced glass. If the glass isn't full fill with coarse stream carbonated water. Garnish with a green cherry and a slice of orange.



ORANGEADE

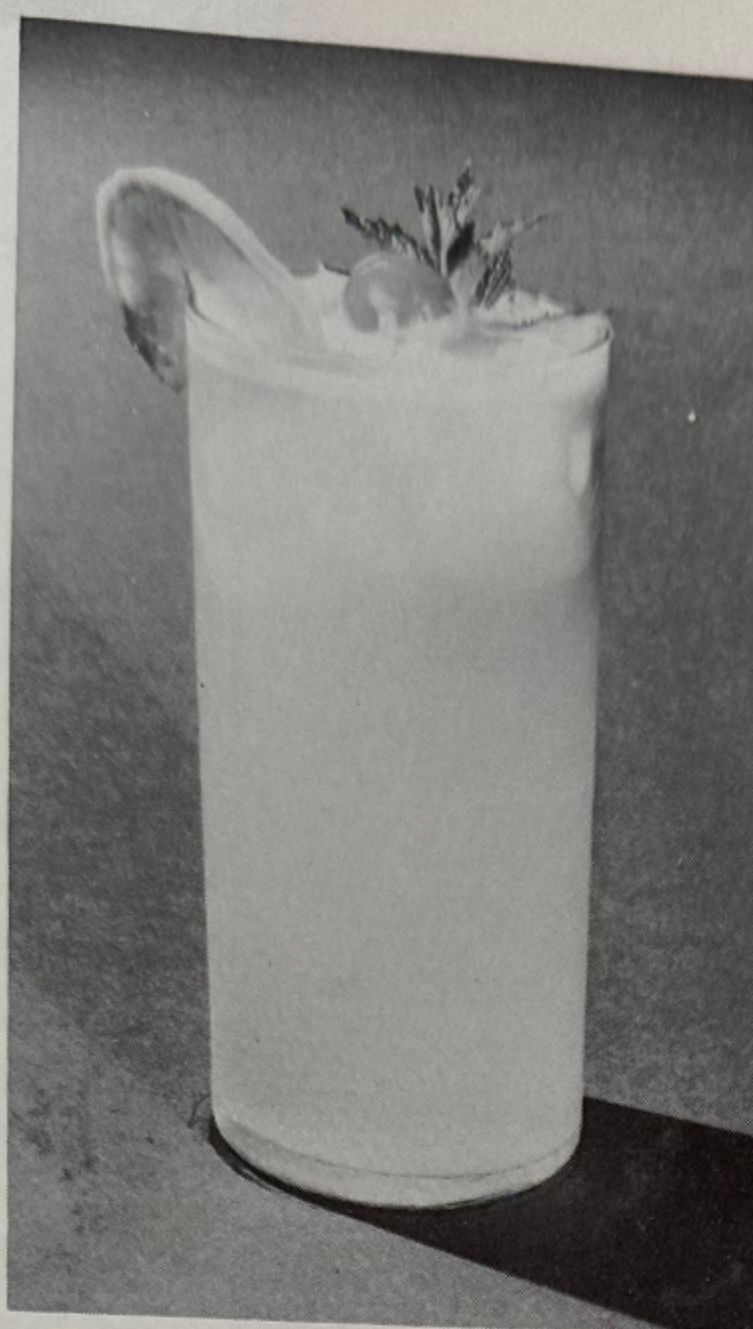
Ingredients:

Orange Juice
Simple Syrup
Cracked Ice
Cold Water
Slice of Orange
Cherry

Procedure:

Select a medium sized orange, wash and dry and roll the fruit on the cutting board. Cut off and discard the butt end, and save the next slice for garnish (Large oranges should be halved.) Extract all the juice from the fruit and pour into a mixing cup. Add $\frac{1}{2}$ oz. of simple syrup, 1 scoop of cracked ice, and 5 oz. cold water. Place on the mixer.

While drink is mixing, put 1 scoop of cracked ice into a clean sparkling thin shell glass. Remove cup from mixer and pour its thoroughly blended contents into the iced glass. If glass is not full, finish filling with cold water. Add a cherry and on the rim of the glass—the slice of orange which you saved.



LEMONADE

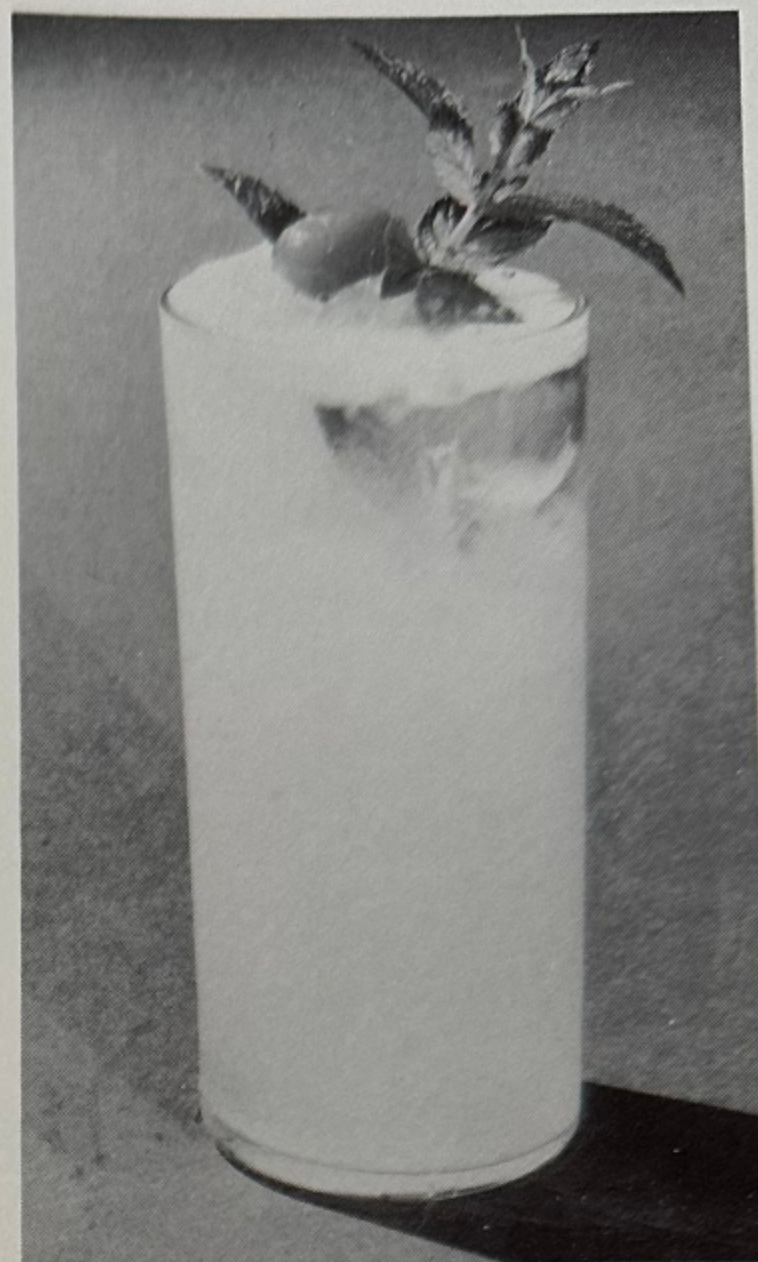
Ingredients:

Lemon Juice
Simple Syrup
Cracked Ice
Water
Slice of Lemon
Cherry
Sprig of Mint

Procedure:

Wash and dry lemon and roll under the hand on a cutting board. Cut off and discard butt end and save the next slice for garnish. Extract all the juice from the lemon and pour into a mixing cup. Add 1 oz. simple syrup, one scoop cracked ice, and 5 ounces cold water. Place on the mixer.

While the drink is mixing put one scoop cracked ice into a clean sparkling thin shell glass. Remove cup from the mixer and pour its thoroughly blended ingredients into the iced glass. If glass is not full, finish filling with cold water. Add a Cherry and on the rim of the glass, the slice of lemon which you saved and a sprig of mint.



LIMEADE

Ingredients:

Lime Juice
Simple Syrup
Cracked Ice
Cold Water
Lime Shell
Cherry
Sprig of Mint

Procedure:

Select medium sized fruit, wash and dry—rolling under palm of the hand on the cutting board and halve in the usual manner. Extract the juice from one small to medium lime, and pour into a mixing cup. Add one ounce of simple syrup, 1 scoop cracked ice, and 5 ounces plain cold water. Place on the mixer.

While the drink is on the mixer, put 1 scoop of cracked ice into a thin shell glass. Add $\frac{1}{2}$ lime shell for color. Remove the cup from the mixer and pour the blended ingredients into the iced glass. If glass isn't full, fill with cold water. Garnish with a Red Cherry, and a sprig of mint.

NOTE: The Fruit Ade made with carbonated water is called a *Rickey*.

ROOT BEER ICE CREAM FLOAT

GLASS SERVICE

Ingredients:

Root Beer Syrup or Bottled Root Beer
Vanilla Ice Cream

Procedure:

Into a clean, sparkling twelve ounce glass, put one and one quarter ounces of root beer syrup. Add coarse stream carbonated water until glass is three quarters full. Direct fine stream carbonated water to hit the top of the mixture, moving the glass in a circular motion until the glass is almost full. Float in one #24 dipper of vanilla Ice Cream.

Alternate No. 1:

If you have a root beer dispensing unit, draw a twelve ounce glass of root beer in the usual manner and float on top one #24 dipper of vanilla Ice Cream.

Alternate No. 2:

Pour into a twelve ounce glass bottled root beer. Float into root beer one #24 dipper of vanilla Ice Cream.

PAPER SERVICE

Ingredients:

Root Beer Syrup or Bottled Root Beer
Vanilla Ice Cream

Procedure:

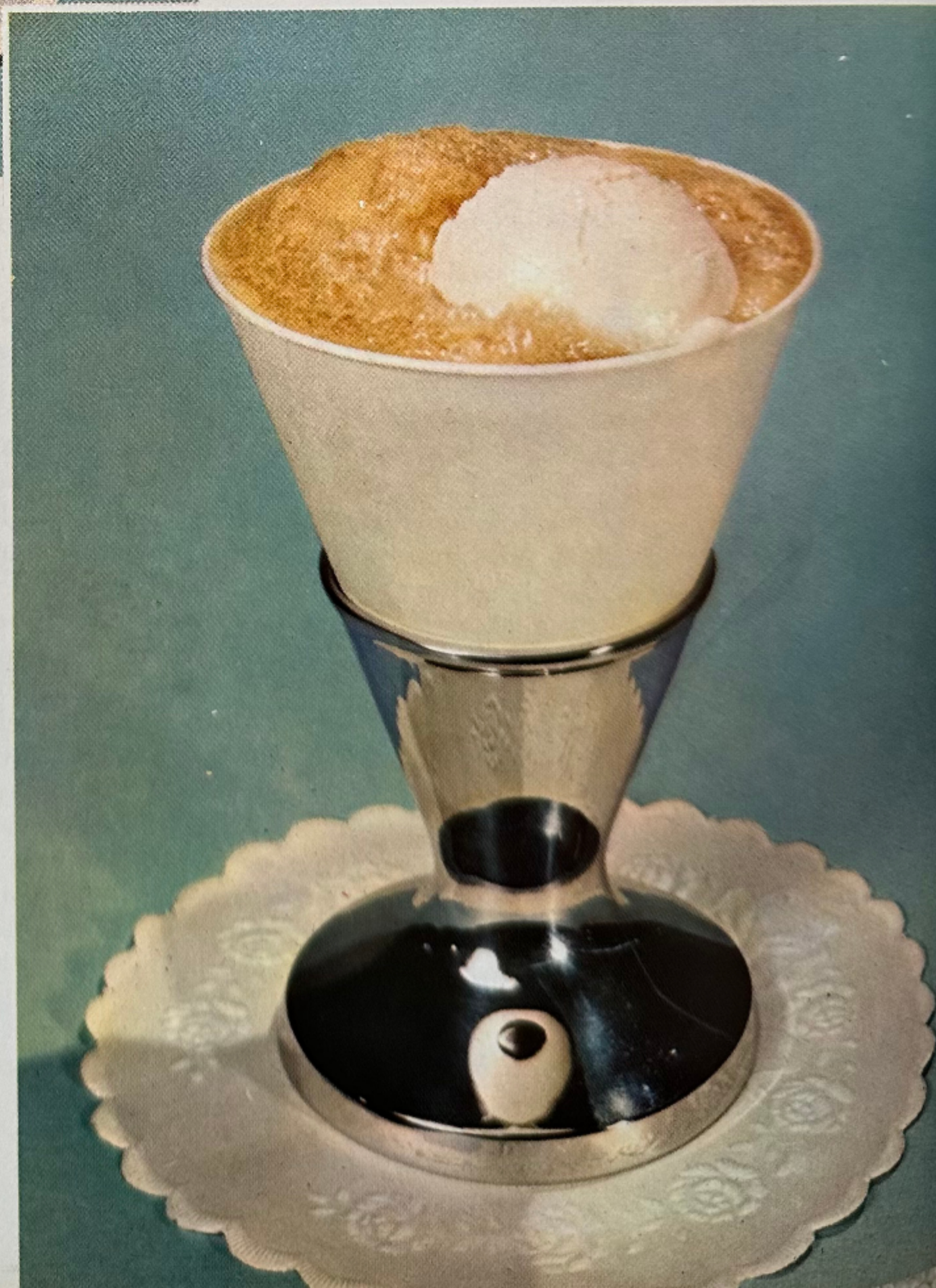
Into a clean, paper service, put one and one quarter ounces of root beer syrup. Add coarse stream carbonated water until the paper service is three quarters full. Direct fine stream carbonated water to hit the top of the mixture, moving the paper service in a circular motion until the paper service is almost full. Float in one #24 dipper of vanilla Ice Cream.

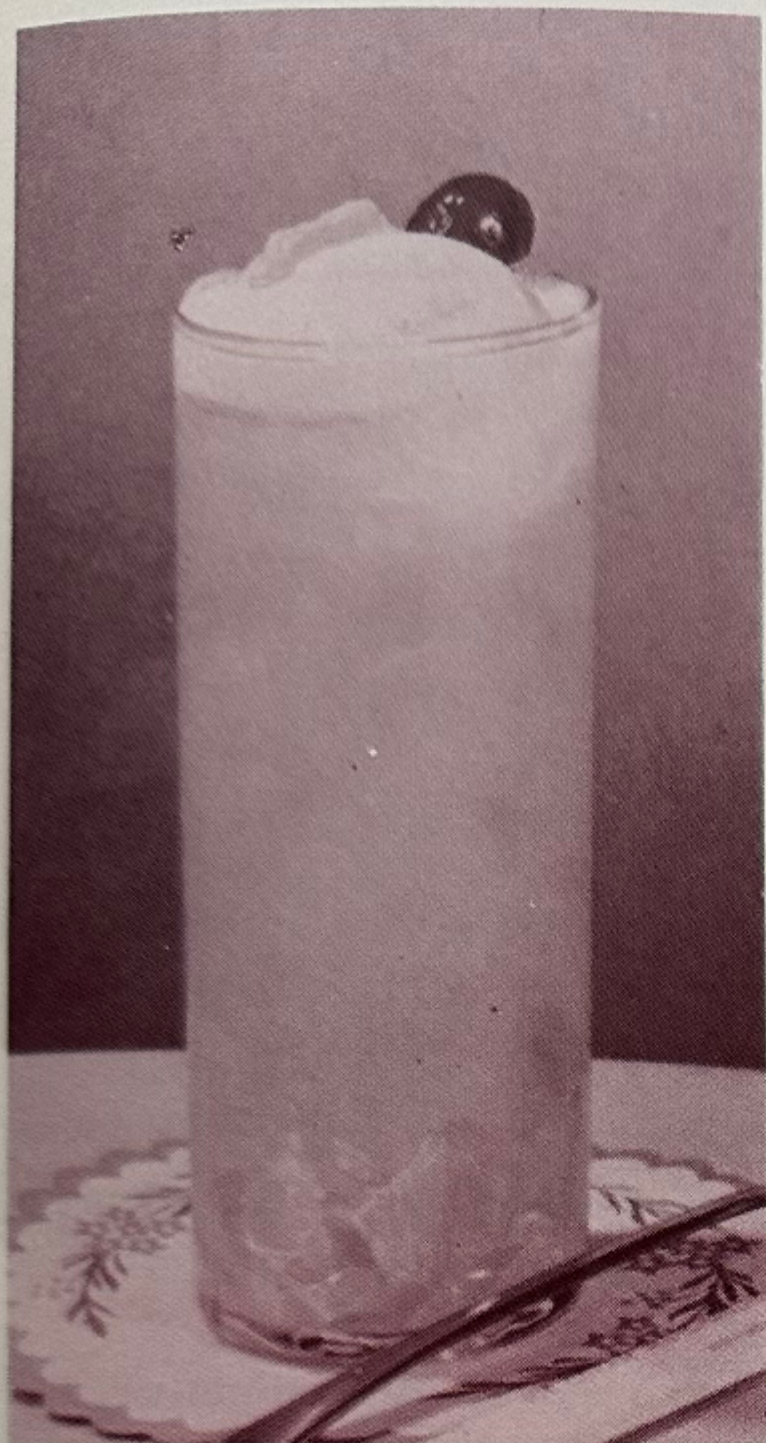
Alternate No. 1:

If you have a root beer dispensing unit, draw a twelve ounce paper service of root beer in the usual manner and float on top one #24 dipper of vanilla Ice Cream.

Alternate No. 2:

Pour in a twelve ounce paper service bottled root beer. Float into the root beer one #24 dipper of vanilla Ice Cream.





ORANGE

FREEZE FLOAT

Ingredients:

Orange Juice
Simple Syrup, if necessary
Orange Fruit Sherbet or Fruit Ice
Cracked Ice
Carbonated Water
Cherry

Procedure:

Into a mixing cup, put the juice of half an orange, $\frac{3}{4}$ ounce of simple syrup, if desired, one scoop cracked ice, and 2 #24 dippers Orange Fruit Sherbet or Fruit Ice. Add 5 ounces carbonated water and place on the mixer. When the drink is thoroughly blended, pour into a thin shell glass, until $\frac{3}{4}$ ths full. Add 1 #24 dipper of Orange Fruit Sherbet or Fruit Ice. If glass isn't full, fill with coarse stream carbonated water. Garnish with a cherry.



LEMON

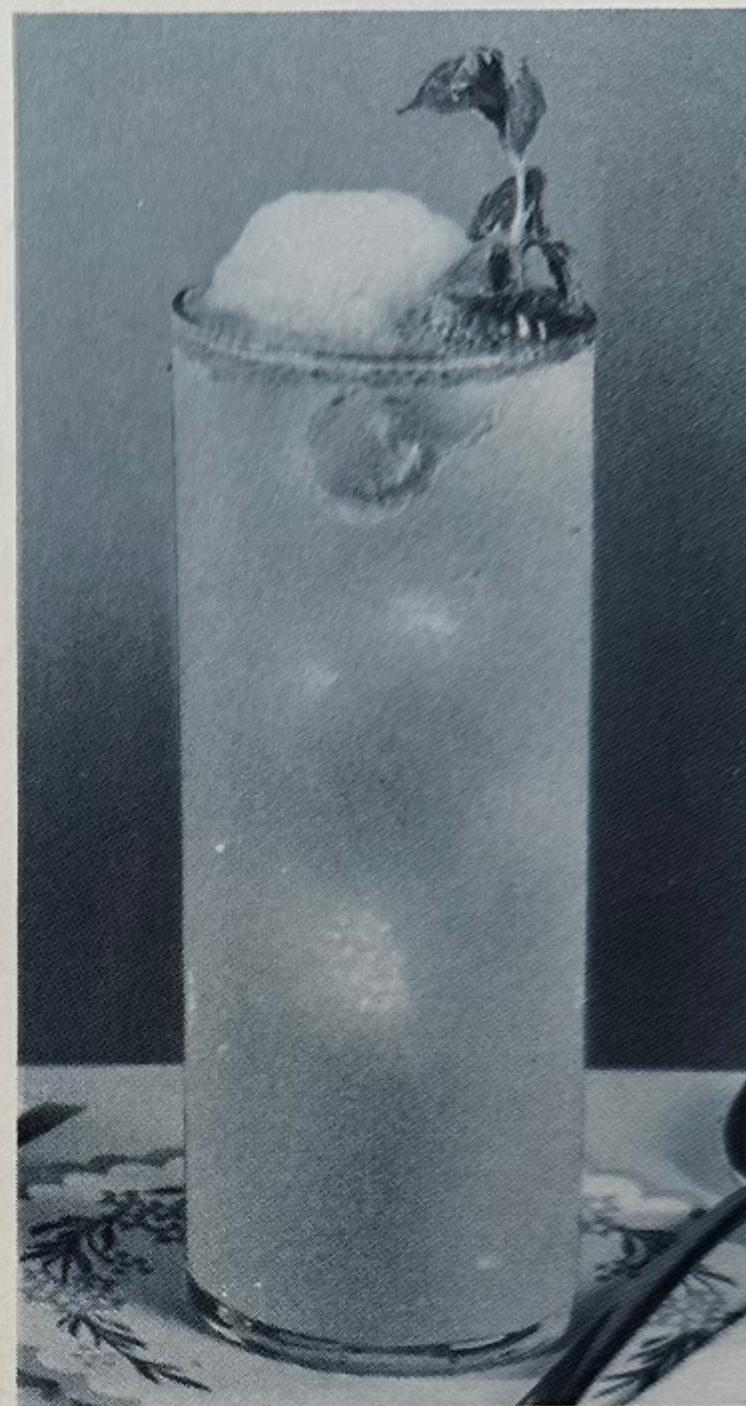
FREEZE FLOAT

Ingredients:

Lemon Juice
Simple Syrup
Lemon Fruit Sherbet or Fruit Ice
Cracked Ice
Carbonated Water
Sprig of Mint
Cherry

Procedure:

Into a mixing cup, put the juice of half a lemon, $1\frac{1}{2}$ ounces of simple syrup, one scoop cracked ice, and 2 #24 dippers Lemon Fruit Sherbet or Fruit Ice. Add 5 ounces carbonated water and place on mixer. When the drink is thoroughly blended, pour into a thin shell glass until $\frac{3}{4}$ ths full. Add 1 #24 dipper of Lemon Fruit Sherbet or Fruit Ice. If glass isn't full, fill with coarse stream carbonated water. Garnish with a sprig of mint, and a cherry.



LIME

FREEZE FLOAT

Ingredients:

Fresh Lime
Simple Syrup
Lime Fruit Sherbet or Fruit Ice
Carbonated Water
Cracked Ice
Cherry
Sprig of Mint

Procedure:

Into a mixing cup, put the juice of half a fresh lime, $1\frac{1}{2}$ ounces of simple syrup, one scoop cracked ice, and 2 #24 dippers Lime Fruit Sherbet or Fruit Ice. Add 5 ounces carbonated water and place on the mixer. When the drink is thoroughly blended pour into a thin shell glass, until $\frac{3}{4}$ ths full. Add 1 #24 dipper of Lime Fruit Sherbet or Fruit Ice. If glass isn't full, fill with coarse stream carbonated water. Garnish with a cherry and a sprig of mint.



special services



The special or out of ordinary services which are part of a soda fountain business, enable you to have that "something different" for special occasions or for attracting a certain type of customer.

Usually special service items are served in distinctive dishes. This enhances eye appeal, and since most special services are sold at special prices, the extra attention to creating a food picture is warranted by customer expectations.

In these pages we have included many types of special services, not forgetting the Ice Cream cone and the frozen confections on a stick which offer popular and desirable avenues for increasing sales volume.

Frozen on-a-Stick Confections and the Ice Cream cone, can of course form a distinct volume of sales both for the soda fountain and the cabinet store.

It is probable that not all of these special services will be suitable for your specific needs, but from these pages you may find inspiration for varying the menu and stimulating sales of unusual services.

ICE CREAM CONES

Always an excellent way to promote sales of a special flavor Ice Cream is to offer it to your "cone trade." Cherry-Vanilla Ice cream is so appealing with the bright red cherries combined with the creamy vanilla Ice Cream—and it tops a cone to delight tot, teen agers or adults.

Suggest the Cherry-Vanilla Ice Cream cone to your customers. It's a treat they'll enjoy!



Ice Cream cones are one of the services which have a lot of customer acceptance. Young folks, grown-ups, all like the informality of the Ice Cream cone and the quickness with which they can be served. Only a minute to order, be served and be on your way. That is the appeal of the Ice Cream cone.

Then too, the Ice Cream cone gives every buyer the chance to have his choice of his favorite flavor of Ice Cream from the various kinds you carry, so that carries an appeal to the customer.

Double check your Ice Cream department to see that you are taking advantage of that appeal of Ice Cream cone to sell more Ice Cream, more times to the customers who come into your store.

RAINBOW PARFAIT

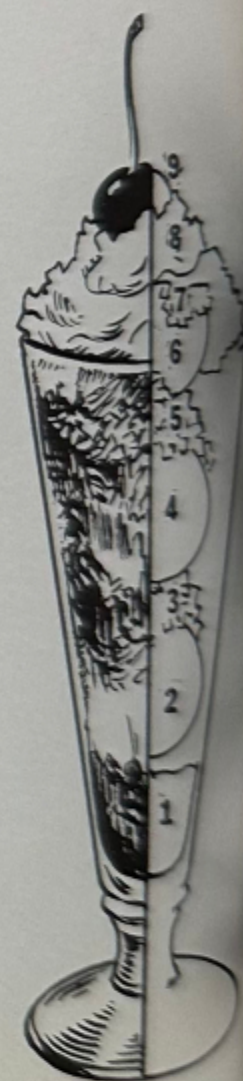
Procedure:

Into a Pilsner glass, put a soda spoon of chopped or crushed red cherries, add one #30 dipper of vanilla Ice Cream—top with a soda spoon of either crushed pineapple, green pineapple or green shredded coconut. Add one #30 dipper of chocolate Ice Cream or the monthly featured flavor of Ice Cream or sherbet. Cover with crushed strawberries—blue berries—raspberries or some fruit that will blend with the Ice Cream used. Now add a #30 dipper of strawberry Ice Cream and cover with diced roasted almonds or chopped nuts. Cover in ribbon fashion with whipped cream and garnish with a cherry—a cube of pineapple or sprinkle with coconut or chocolate shot.

Notice the height and graceful lines of the glass. Beautiful to see—eye appealing—plenty of Ice Cream, fruits, nuts and whipped cream. Satisfying money's worth portion. Looks big and is big. Three dippers of Ice Cream and assorted fruits all wonderfully blended together to create a taste delight.

Formula:

1. Soda spoon of chopped or crushed cherries
2. 1 #30 dipper of vanilla Ice Cream
3. 1 soda spoon of crushed pineapple, green pineapple, or green shredded coconut
4. 1 #30 dipper of chocolate Ice Cream, or sherbet
5. Cover with crushed strawberries or some fruit that will blend well with the Ice Cream used
6. 1 #30 dipper of strawberry Ice Cream
7. Diced roasted almonds or chopped nuts
8. Whipped cream
9. Cherry or other garnish



STRAWBERRY PARFAIT

Procedure:

Into a parfait glass, put $\frac{1}{2}$ ounce of strawberry syrup. Add one #30 dipper of vanilla Ice Cream, then one soda spoon of crushed strawberries. On this, place one #30 dipper of strawberry Ice Cream and one soda spoon of strawberry syrup. Add one #30 dipper of vanilla Ice Cream and surround with whole strawberries. Cover with spiral of whipped cream and garnish with a whole strawberry.

CHOCOLATE PARFAIT

Ingredients

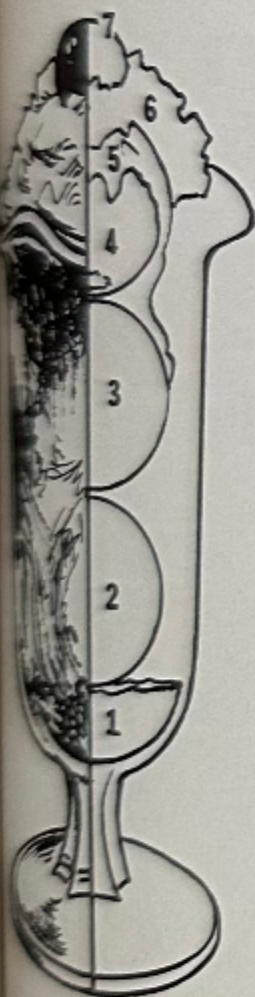
Chocolate and vanilla Ice Cream,
heavy chocolate sauce,
whipped cream and a cherry.

Procedure

Into a parfait glass put $\frac{1}{2}$ ounce of heavy chocolate syrup. Add one #30 dipper of vanilla Ice Cream, a #30 dipper of chocolate Ice Cream, then a #30 dipper of vanilla Ice Cream and cover with $\frac{1}{2}$ ounce of chocolate sauce. Top with a spiral of whipped cream and garnish with a cherry.

Formula

1. $\frac{1}{2}$ ounce of heavy chocolate sauce
2. 1 #30 dipper vanilla Ice Cream
3. 1 #30 dipper of chocolate Ice Cream
4. 1 #30 dipper of vanilla Ice Cream
5. $\frac{1}{2}$ ounce of heavy chocolate sauce
6. Whipped cream
7. Cherry

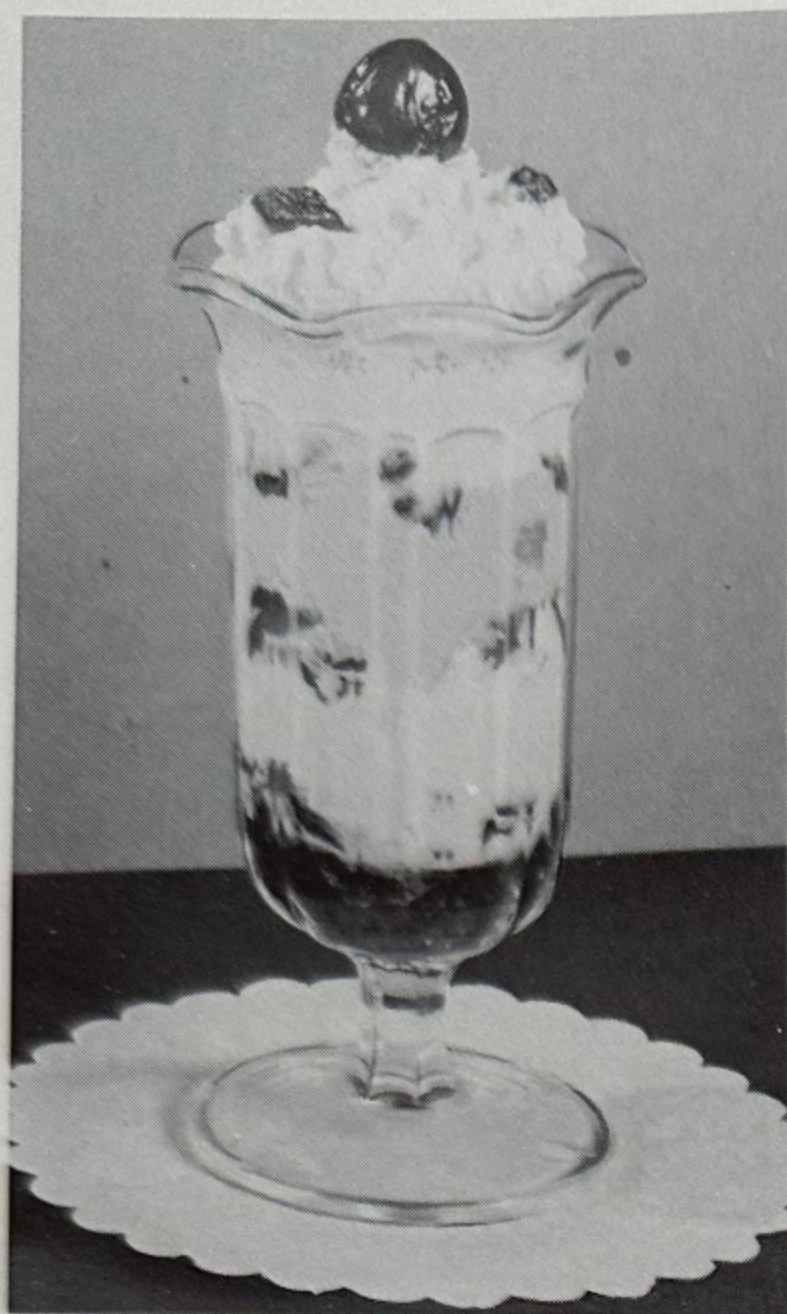


BRAZILIAN PARFAIT

Procedure

Into a parfait glass, put one #30 dipper of coffee Ice Cream. Add one #30 dipper of vanilla Ice Cream, then one soda spoon of coffee syrup. On this place one #30 dipper of coffee Ice Cream. Top with $\frac{1}{2}$ ounce of coffee syrup and add Brazil nuts, either whole, halved or pieces. Cover with spiral of whipped cream and garnish with chocolate shot.





ORIENTAL PARFAIT

Ingredients:

Vanilla Ice Cream
Strawberry Ice Cream
Chocolate Ice Cream
Chopped maraschino cherries
Nuts in syrup
Green or natural crushed pineapple
Whipped Cream
Whole Cherry

Into a parfait glass put a soda spoon of green or natural crushed pineapple. Add a #30 dipper of vanilla Ice Cream and cover with a soda spoon of chopped maraschino cherries. Add a #30 dipper of chocolate Ice Cream. Cover with a soda spoon of nuts in syrup. Add a #30 dipper of strawberry Ice Cream, then $\frac{1}{2}$ soda spoon of chopped maraschino cherries. Cover with whipped cream and decorate with pieces of nut meats, fruit or candies and a whole maraschino cherry.



"PARTY TIME" PARFAIT

Ingredients:

Strawberry Ice Cream
Vanilla Ice Cream
Crushed Strawberries
Crushed Pineapple
Chopped Nuts
Whipped Cream
Whole Cherry
Petit-fours

Into a parfait glass place a soda spoon of crushed strawberries. Add a #30 dipper of strawberry Ice Cream, 1 soda spoon crushed strawberries, then a #30 dipper of vanilla Ice Cream. Cover with a soda spoon of crushed pineapple, then add a #30 dipper of strawberry Ice Cream. Cover with a soda spoonful of crushed pineapple. Decorate with a spiral of whipped cream, sprinkle with chopped nuts and garnish with a whole cherry.

Serve on a doily covered plate with petit-fours—place a long spoon on the side.



MAPLE NUT PARFAIT

Ingredients:

Vanilla Ice Cream
Maple or Butter Pecan Ice Cream
Maple Syrup
Nuts in Syrup
Whipped Cream
Whole Cherry
Wafers

Into a parfait glass put $\frac{1}{2}$ ounce maple syrup; add one #30 dipper Vanilla Ice Cream, 1 soda spoon nuts in syrup, then one #30 dipper of maple or butter pecan Ice Cream, 1 soda spoon nuts in syrup, then another #30 dipper of Vanilla Ice Cream. Cover with 1 soda spoon nuts in syrup, top with whipped cream and garnish with a cherry.

Serve on doily covered plate with wafers—place a long spoon on the side.

FLAMING SUNDAE

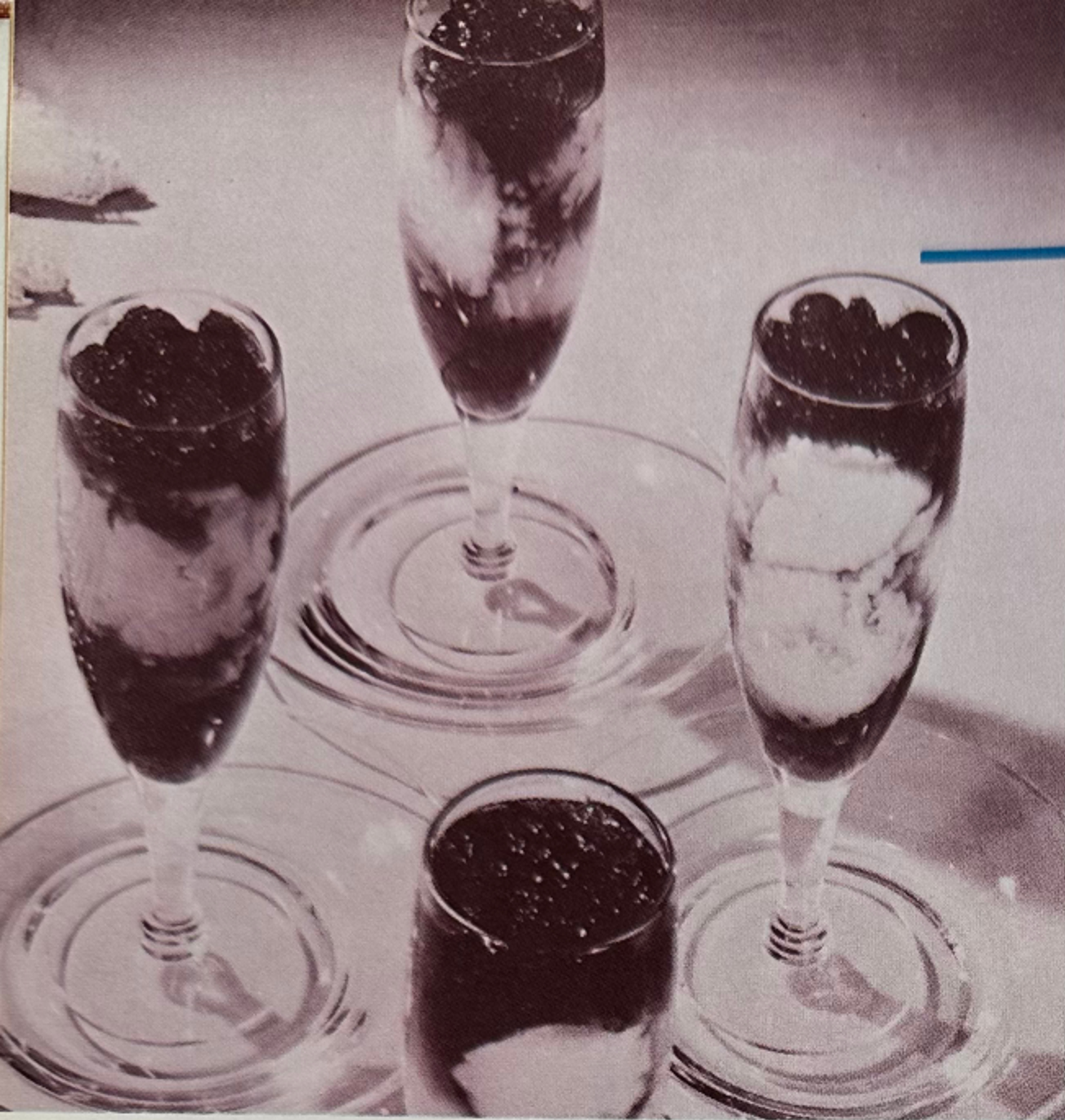
Ingredients:

Vanilla, Chocolate and Strawberry Ice Cream
Stem Cherries
Banana
Whipped Cream
Sugar Cube—Lemon Extract

Procedure:

Arrange at equal distance in the bottom of an Ice Cream bowl, 1 #24 dipper of vanilla Ice Cream, 1 #24 dipper chocolate Ice Cream, 1 #24 dipper strawberry Ice Cream. Cover the Chocolate Ice Cream with $\frac{1}{2}$ ounce pineapple topping; cover the vanilla Ice Cream with $\frac{1}{2}$ ounce chocolate topping; and cover the strawberry Ice Cream with $\frac{1}{2}$ ounce strawberry topping. Fill in with whipped cream between molds of Ice Cream and in the center place a quarter of a banana to represent a candle. Imbed a stem cherry on each mound of whipped cream close to banana. Dip a small cube of sugar into lemon extract (alcohol content 70% or over). Place cube on banana and light when ready to serve.





PARFAITS

CRANBERRY PARFAIT

In a parfait glass, place a spoonful of canned whole cranberry sauce. On top of that place a scoop of vanilla Ice Cream or lemon sherbet. Then add a layer of whole cranberry sauce . . . and more Ice Cream. Top with a cranberry.

BLUEBERRY PARFAIT

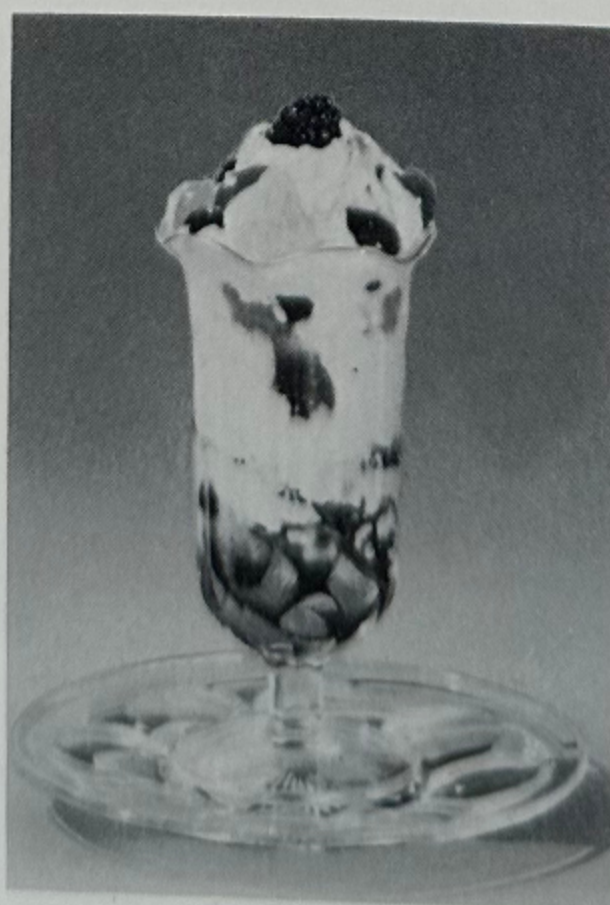
In a parfait glass, start with a soda spoon of crushed blueberries. Alternate blueberries and a No. 30 dipper of vanilla Ice Cream until 3 dippers of Ice Cream and 4 soda spoons of blueberries have been put in the glass. Run the handle of a soda spoon down the sides of glass in order to "parfait" the parfait. Top with whipped cream and a blueberry.



FRUIT COCKTAIL PARFAIT

In a parfait glass put $\frac{1}{2}$ oz. Fresh Fruit Salad, and 2 No. 24 dippers of vanilla Ice Cream. Cover with $\frac{1}{2}$ oz. Fruit Salad. Run the handle of a soda spoon down the sides of glass in order to "parfait" the parfait.

Top with whipped cream and garnish with pieces of fresh fruit salad and at extreme top of the peak of the whipped cream place a blackberry.



ALL STAR PARFAIT

In a parfait glass place $\frac{1}{2}$ oz. broken crystallized ginger. Fill glass with buttered pecan Ice Cream. Sprinkle with very little crystallized ginger, whipped cream and chocolate shot.

This different flavor combination is easily made from simple ingredients. The buttery flavor of buttered pecan Ice Cream and the sharp piquancy of candied ginger, make a real "taste teaser" and appeal to those who are looking for "something different."





FRUITED RAINBOW PARFAIT

In a parfait glass place 2 teaspoons of currant jelly. Add a small portion of vanilla Ice Cream. Cover with 2 teaspoons of orange marmalade, pineapple preserve or peach jam. Add a small portion of vanilla Ice Cream and cover with 1 teaspoon currant jelly. Top with whipped cream. Garnish with "chocolate bits." Place glass on a small plate and serve.



CHOCOLATE-ORANGE MARBLED PARFAIT

In a parfait glass place two teaspoons of chocolate topping. Add a portion of vanilla Ice Cream. Cover with 2 teaspoons of orange marmalade. Add a portion of strawberry Ice Cream. To "parfait" and give a marbled effect, run a table knife between the Ice Cream and the side of the glass right down to the bottom. Do this in 3 or 4 different places. Cover with whipped cream and sprinkle with chopped nuts.



MATINEE FRUITED PARFAIT

In a parfait glass, place 1 No. 30 dipper vanilla Ice Cream. Cover with a spoon of green pineapple dicettes. Add 1 No. 30 dipper of strawberry Ice Cream. Over this put 1 spoon of crushed strawberries. Then, 1 No. 30 dipper vanilla Ice Cream. Cover with a spoon of green pineapple dicettes. Garnish with whipped cream, and sprinkle with chopped almonds.



- ① 1 SODA SPOON SYRUP OR CRUSHED FRUIT
- ② 1 #30 DIPPER ICE CREAM
- ③ 1 SODA SPOON SYRUP OR CRUSHED FRUIT
- ④ 1 #30 DIPPER ICE CREAM
- ⑤ 1 SODA SPOON SYRUP OR CRUSHED FRUIT
- ⑥ 1 #30 DIPPER ICE CREAM
- ⑦ ½ SODA SPOON SYRUP OR CRUSHED FRUIT
- ⑧ 1 SODA SPOON OF NUTS OR NUTS IN SYRUP
- ⑨ WHIPPED CREAM
- ⑩ CHERRY

PEACH SEATTLE

Into a stem sundae dish place a spoonful of crushed peach. Add a generous size scoop of vanilla Ice Cream. Place a peach half cut side down on top of the Ice Cream. Cover the peach with caramel fudge and sprinkle with chopped nuts.

With a whipped cream dispenser or pastry bag run a fluting of whipped cream all around the edge of the sundae dish. Decorate with a slice of peach.



PEAR HELENE

Into a stem sundae dish, place a generous size scoop of vanilla Ice Cream. Place a Bartlett pear half cut side down on the Ice Cream. Cover the pear half with special chocolate sauce, sprinkle with chopped nuts. With whipped cream dispenser or pastry tube run a fluting of whipped cream around the outer edge of the sundae dish. Decorate with stem cherry.

SPECIAL SAUCE

One quarter whipped cream, three quarters chocolate sauce. Blend together and place into a container. Keep under refrigeration.

PEACH RHUMBA

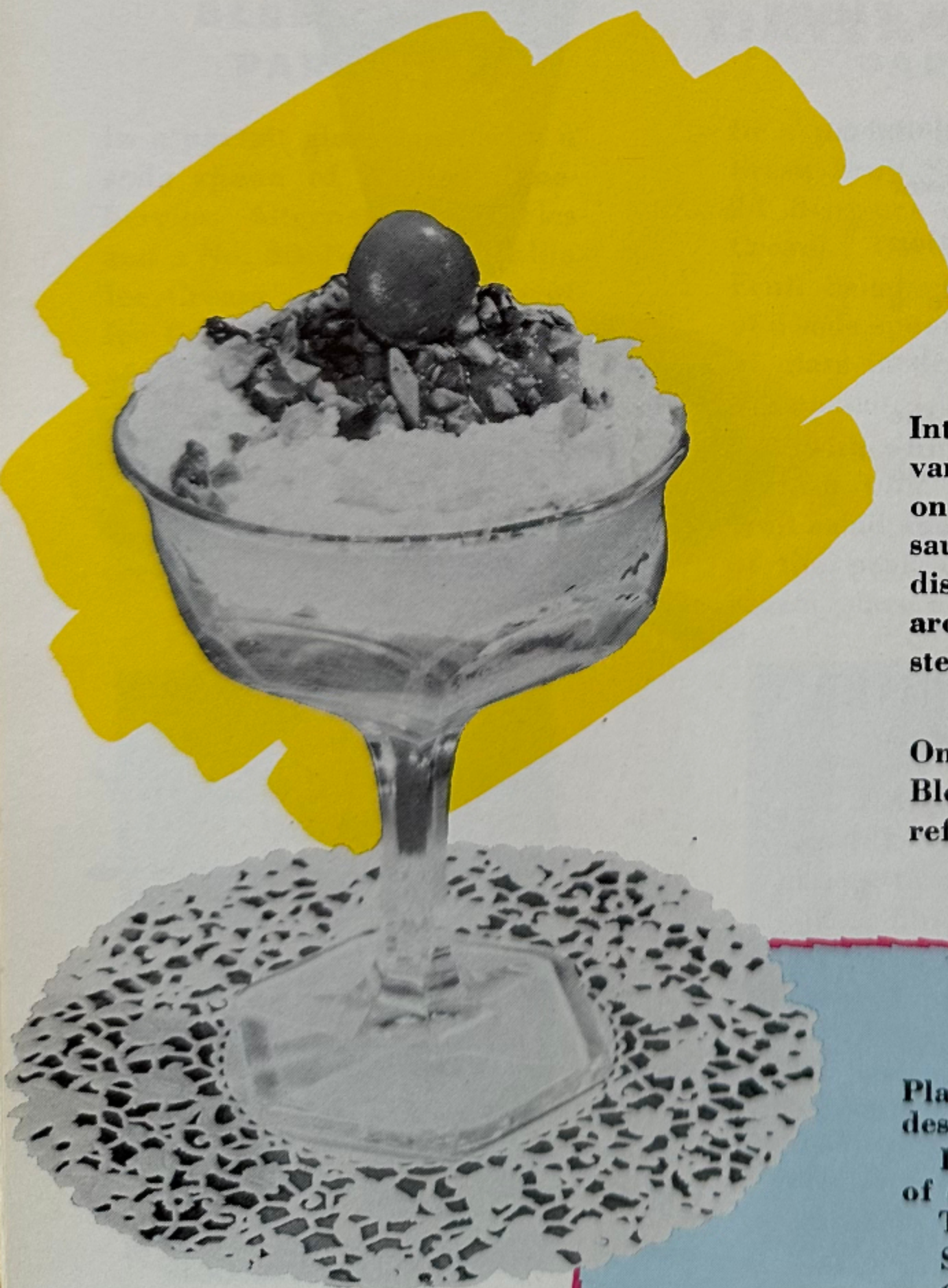
Place a golden canned Cling Peach half (or 2 halves) in a dessert dish, hollow side up.

Drop a few drops of rum or rum flavoring in the hollow of each peach.

Top with a #20 dipper of peach or vanilla Ice Cream.

Spoon some of the peach syrup over it.

Garnish with whipped cream and a cherry and sprinkle with toasted chopped almonds.



ICE CREAM IN A DISH

Ice Cream is the basic ingredient of so large a portion of soda fountain offerings that we are sometimes apt to overlook its popularity when served as a dish without additional toppings or garnish. On this page are pictured several variations of the dish of Ice Cream showing several flavors in one dish, or a dish of desired flavor. The listing of a dish of Ice Cream in a soda fountain menu has been found popular with many customers. A different type of serviceware may be used for this service, and there are many different combinations for the dish of Ice Cream which will repay suggestion on the part of your sales personnel.

CUSTOMERS LIKE ICE CREAM



BIRTHDAY SUNDAE

In an Ice Cream bowl place 3 #24 dippers of vanilla Ice Cream. Stand $\frac{1}{4}$ banana in the center of the Ice Cream for a "candle". Between each Ice Cream ball, place a spoon of whipped cream, topped with a cherry. Top the banana with a cherry.



PINK LADY

Into a stem dish place a generous portion of strawberry Ice Cream. Cover with crushed strawberries and shredded coconut. Top with pink whipped cream and a maraschino cherry.

GIANT SPECIAL SUNDAE

A slice of pineapple, five scoops of Ice Cream, four different toppings, banana slices, chopped almonds, whipped cream and a maraschino cherry.

BIG CHIEF SUNDAE

Vanilla and strawberry Ice Cream topped with crushed pineapple, strawberries shredded coconut, banana slices, chopped almonds, whipped cream and maraschino cherry.

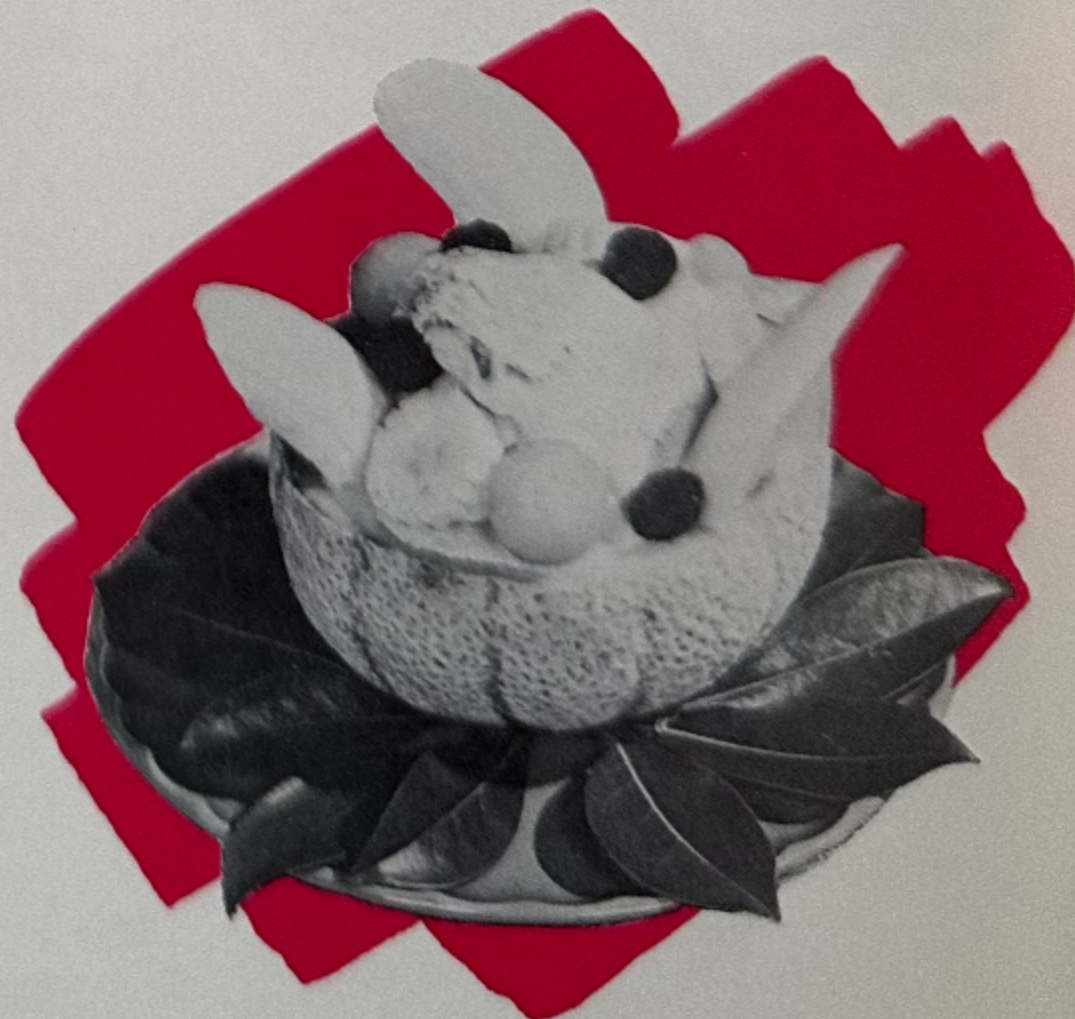
ALMOND MARSHMALLOW SUNDAE

Two scoops chocolate Ice Cream covered with creamy white marshmallow, chopped almonds, whipped cream and maraschino cherry.

ROYAL CANTALOUPE A LA MODE

Select ripe medium sized cantaloupe—cut crosswise, remove seeds, and with a melon ball cutter, cut three balls from the bottom and reserve for garnish.

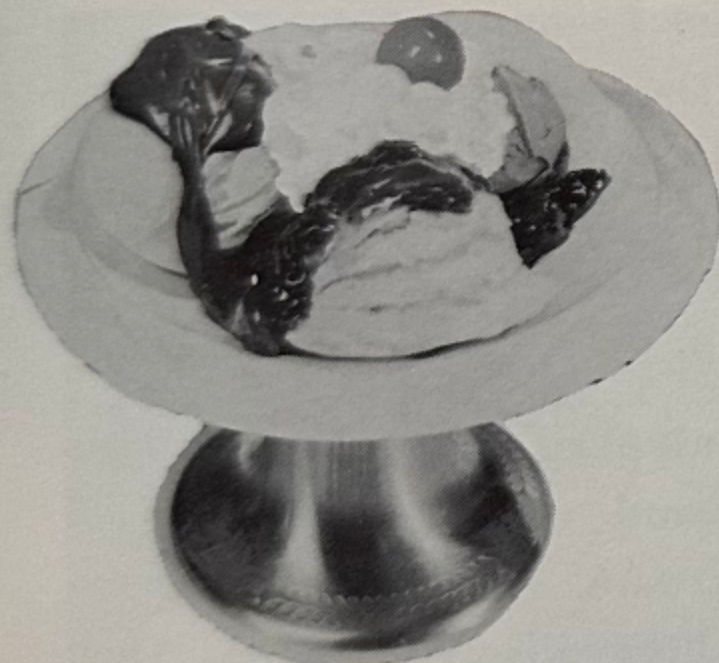
Peel a banana and divide into quarters by cutting in two lengthwise, then crosswise. Arrange three quarters of the banana around the inside edge of the cantaloupe half, with the cut surface next to the melon. Place one #24 dipper of Ice Cream in the center of the melon. Dice the remaining quarter of banana and use as a garnish with the three melon balls. Top with fresh, frozen or preserved cherries, raspberries, grapes or other available fruit.





THREE IN A BOAT SUNDAE

In the center of a banana split dish, place 1 #24 dipper of vanilla Ice Cream—on one side of the vanilla Ice Cream place a #24 dipper of strawberry Ice Cream, and on the other side a #24 dipper of chocolate Ice Cream. Put $\frac{1}{2}$ ounce of pineapple topping over the chocolate Ice Cream, $\frac{1}{2}$ ounce of chocolate topping over the vanilla Ice Cream and $\frac{1}{2}$ ounce of Honeymoon topping over the strawberry Ice Cream. Place a rosette of whipped cream on the center dip of Ice Cream, top with a red cherry, and sprinkle with a few chopped or ground nuts.



TRIPLE TREAT SUNDAE

Select a flat, wide type of paper sundae dish or a footed glass Ice Cream bowl. Place in it 1 #24 dipper of chocolate Ice Cream, 1 #24 dipper of vanilla Ice Cream, 1 #24 dipper of strawberry Ice Cream.

Cover the chocolate Ice Cream with $\frac{1}{2}$ ounce of marshmallow topping. Cover the vanilla Ice Cream with $\frac{1}{2}$ ounce of chocolate topping and cover the strawberry Ice Cream with $\frac{1}{2}$ ounce of strawberry topping.

Garnish with a rosette of whipped cream, topped with a cherry.



THREE FOR THE BOOK

Here are pictured and described three more Ice Cream services, a "little different" in appearance. All use Ice Cream and toppings standard at the soda fountain, are simple to prepare, yet offer a change in the soda fountain menu by which appeal may be created. These services are especially useful in connection with special store events when a feature is desired to accent store selling.

One formula is given here for each of these Ice Cream services, but any can be varied as to Ice Cream, toppings and garnish to suit your supplies and your particular selling events.



HI BOY SUNDAE

In the bottom of a 10 ounce straight side, thin shell glass, put 1 #24 dipper of chocolate Ice Cream. Cover with $\frac{1}{2}$ ounce pineapple topping; add 1 #24 dipper of strawberry Ice Cream, cover with $\frac{1}{2}$ ounce of strawberry topping; add 1 #24 dipper of vanilla Ice Cream, cover with $\frac{1}{2}$ ounce chocolate topping. Garnish with whipped cream, sprinkle with chocolate "Decorettes" or "Sprinkyl" and top with a red cherry.

Here are illustrated several special services, part of the menu of a store which has developed a steady and profitable trade in spectacular Ice Cream services. Eric Weile and his brother Heinrich, in the nation's Capital, have won fame and renown for a menu on which these Ice Cream services are only a few of many creations.

Formulas are given for your guide. The main point of the story is that a reputation created by doing the unusual in a spectacular manner attracts customers and establishes traffic to the store.

Imagination, coupled with showmanship and founded on the use of fine ingredients, builds business.

THE MONUMENT SUNDAE

Ingredients:

6 Different Flavors
of Ice Cream
Chocolate Syrup
Raspberry Syrup
Nuts in Syrup
Bananas
Whipped Cream
Candy Decorettes
(Blue and Red)
Whole Cherries

Procedure:

Into a very tall glass put $\frac{1}{2}$ ounce chocolate syrup and one #30 dipper of vanilla Ice Cream. Add raspberry syrup and two or three slices of banana. Then continue by alternating with syrups, nuts and Ice Cream of different flavors, using a total of 6 dippers of Ice Cream. Place a half banana upright in center on top, forming the height and cover with plenty whipped cream. Sprinkle with red and blue candy decorettes and five whole red cherries around the top edge of glass. Insert small flags as indicated in picture.



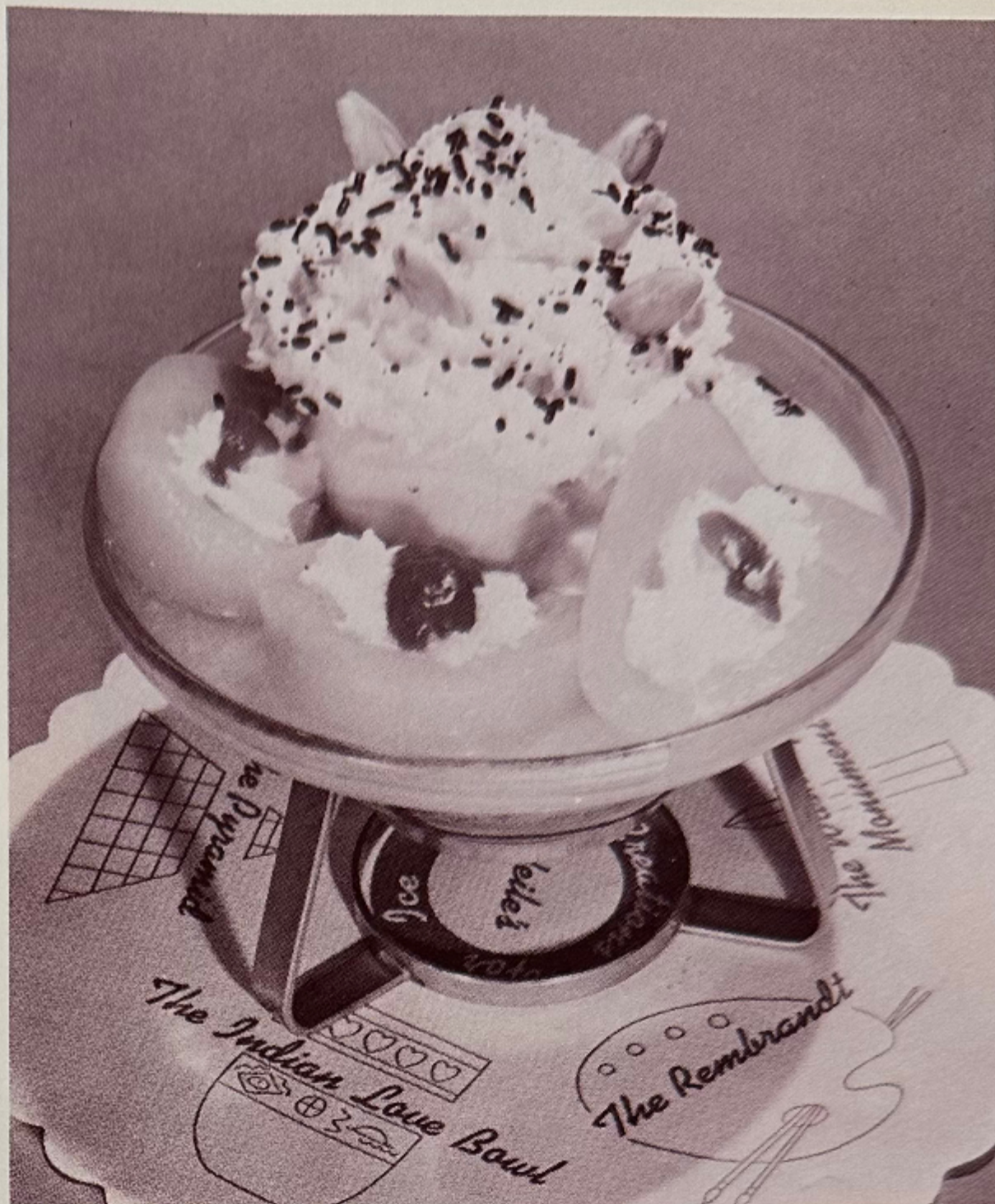
ROYAL PEACH MELBA

Ingredients:

Peach Halves
Crushed Peaches
Grenadine Syrup
Vanilla Ice Cream
Salted Almonds
Maraschino Cherry

Procedure:

Into a round sundae dish place a large dipper of Ice Cream. Surround the mold of Ice Cream with four peach halves, cavity side up. In each peach cavity put a soda spoon of grenadine syrup. Mix into whipped cream, peach puree or crushed peaches. Cover the Ice Cream with the whipped cream mixture and dot each peach cavity with it and decorate each peach half with a whole cherry. Garnish with four whole salted almonds and sprinkle with chocolate shot.



BANANA ROYAL SUNDAE

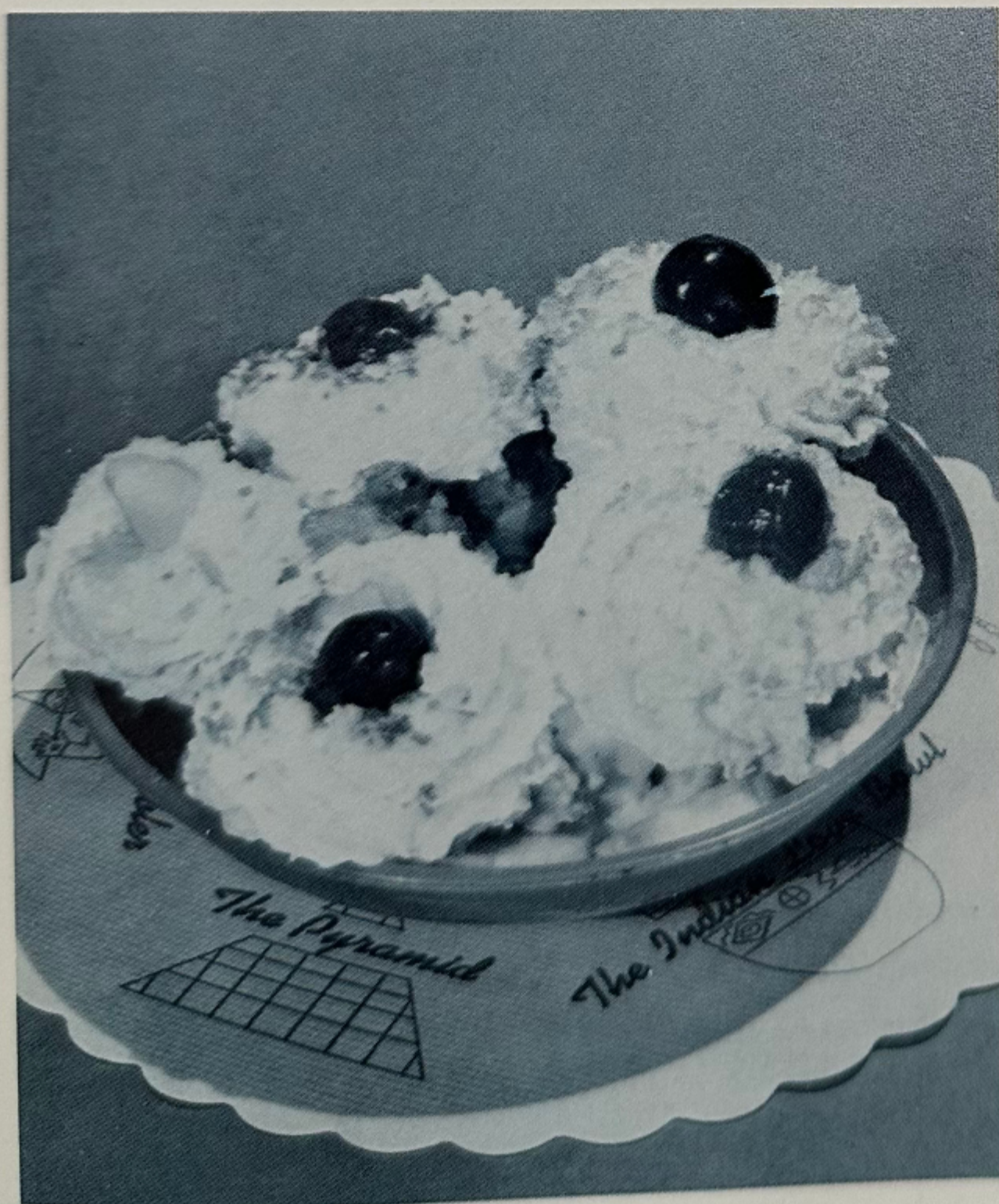
(a killer diller)

Ingredients:

Banana
Ice Cream (4 flavors)
Chocolate Fudge
Strawberries
Crushed Cherries
Walnuts in Maple Syrup
Whipped Cream
Colored Candy Decorettes
Whole Cherries

Procedure:

In a round dish—bowl or wood salad bowl—place the wheel slices of one banana, arranging the slices so that four or five wheels make a mound at one side of dish. Arrange over the banana slices four #30 dippers of different flavored Ice Creams—like vanilla, chocolate, strawberry, banana. Ladle over all $\frac{1}{2}$ ounce of each of crushed strawberries, chocolate fudge, crushed cherries and nuts in syrup. Cover over all with whipped cream. Sprinkle with candy decorettes and garnish each mound with a cherry.



FROSTED MELON BALLS

The cutters used for making melon balls are available at local hardware or department stores. Use an assortment of available melons such as honeydew, persian, casaba, cantaloupe, watermelon, muskmelon. Use the melon ball cutter and form small balls as shown in the picture. Into a dish place a portion of sherbet or fruit ice—place melon balls around it and top sherbet with a cherry or piece of fruit.



ICE CREAM AND PRETZELS

Serve four different kinds of Ice Cream in a bowl and pretzels on the side or place a bowl of pretzels on the table or counter.

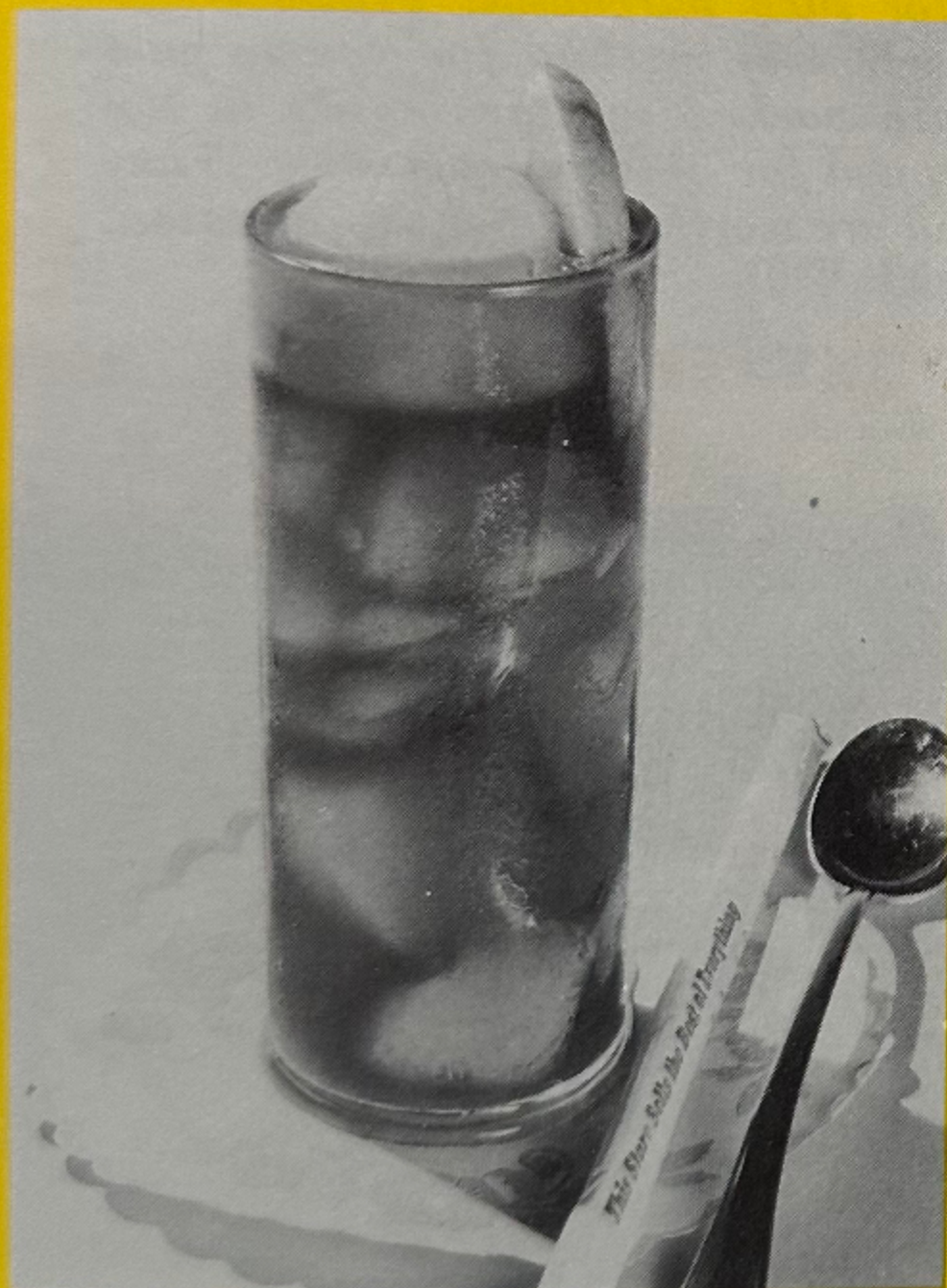
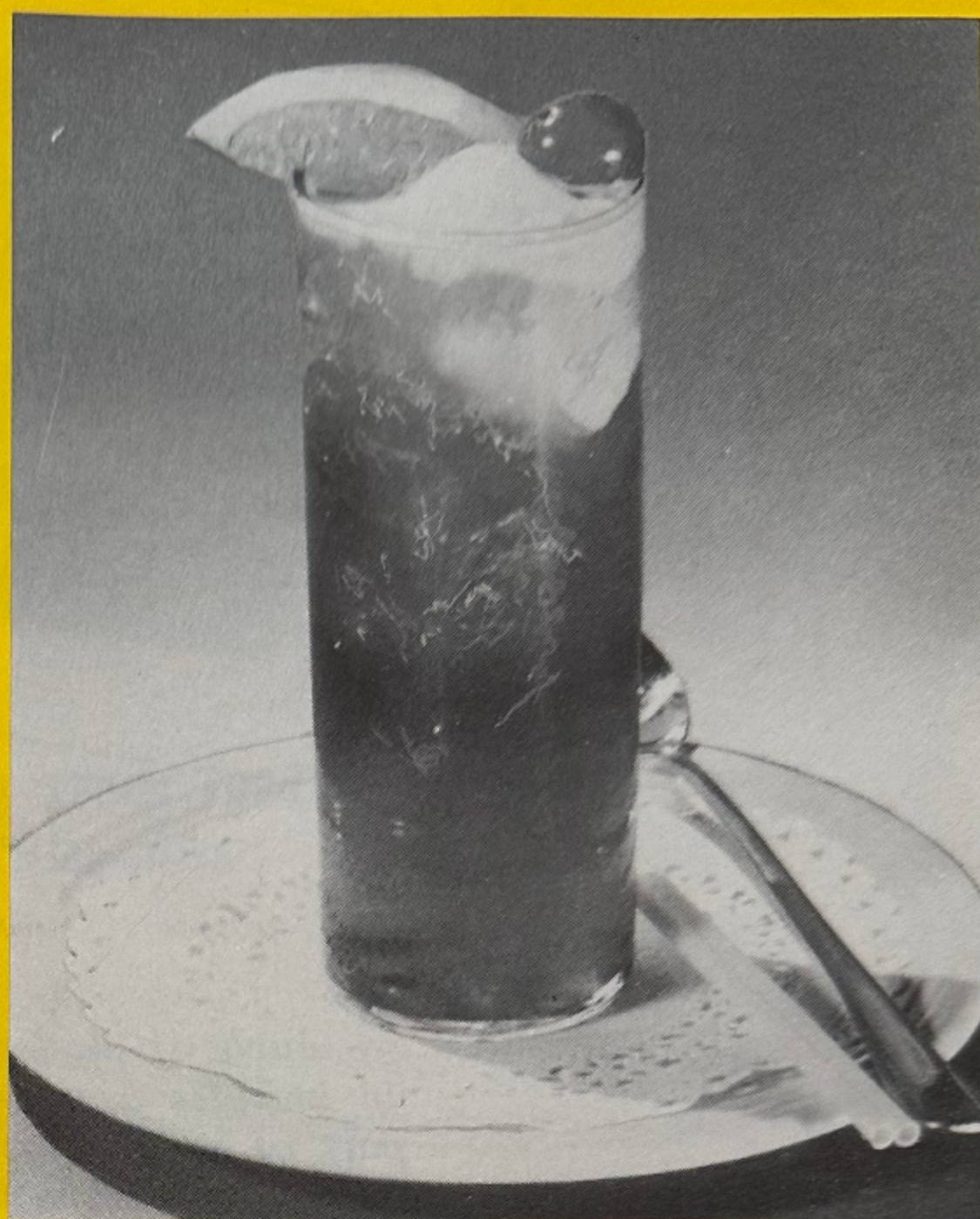


FRUIT ADE FLOAT

Make a lemonade by your usual formula, adding one ounce of fresh fruit salad, or fruit cocktail. Top with 1 No. 24 dipper of sherbet or fruit ice. Garnish with a sprig of mint.

GRENADINE LEMONADE FLOAT

Use your usual formula for fresh lemonade, substituting 1½ oz. of grenadine syrup instead of simple syrup. Fill the glass a little over three fourths full, and top with 1 No. 24 dipper of lemon, orange, raspberry or lime sherbet. Garnish with a half slice of lemon on the side of the glass and top the ball of sherbet with a maraschino cherry.



GRAPEADE FLOAT

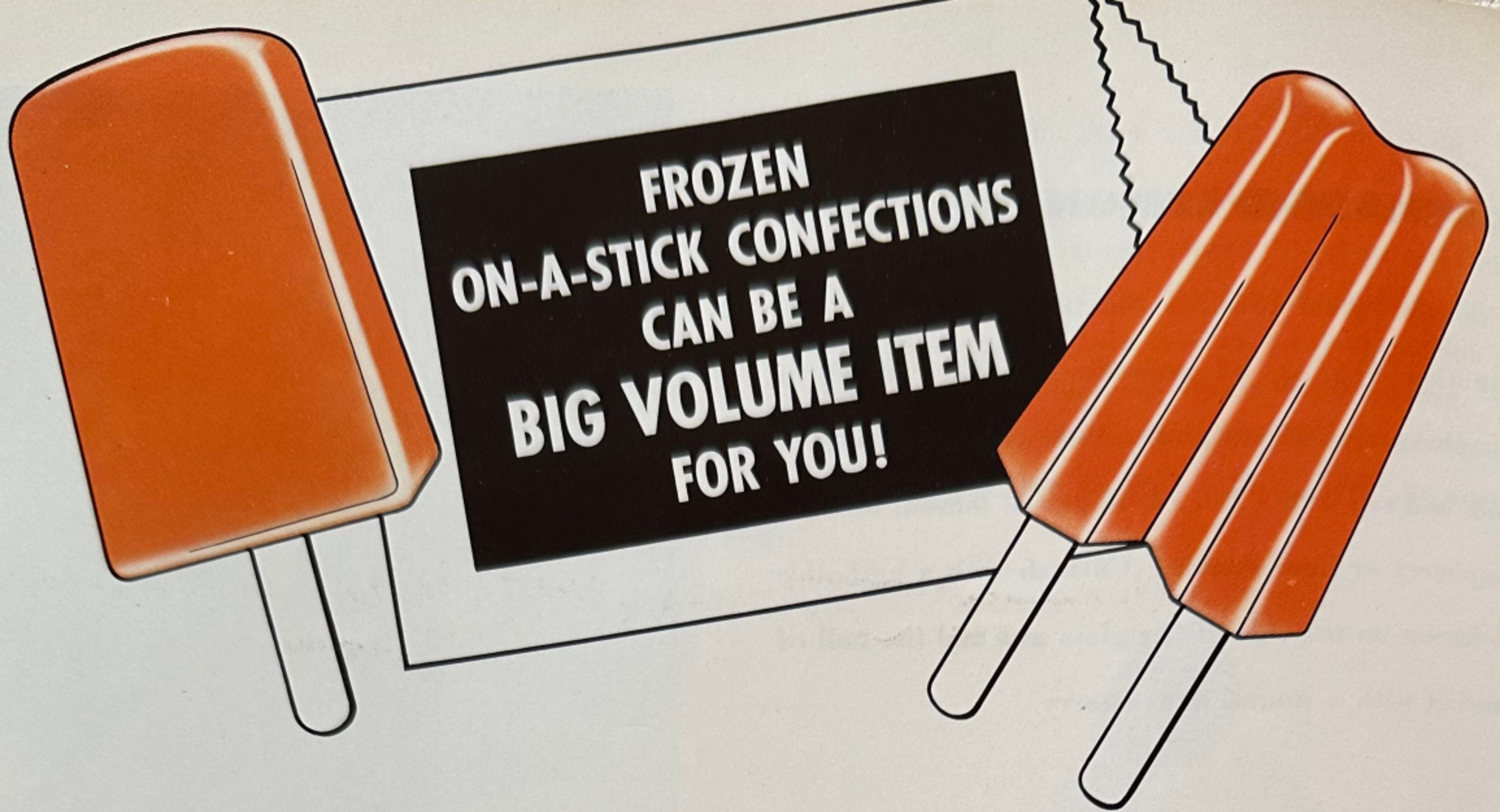
In a tall glass place 1½ oz. grape juice, juice of a lemon and 1 oz. simple syrup. Add 1 oz. cracked ice and plain or carbonated water until glass is three fourths full. Mix well, and float into the grapeade 1 No. 24 dipper of lemon, orange or lime sherbet—garnish with a slice of lemon.

SHERBET BOUQUET

In a round footed Ice Cream bowl place 4 No. 24 scoops of different flavored Sherbets. By the use of pastry tube or individual whipped cream server (whipped cream colored pink) form flower petals.

SURE BET SUNDAE

Into a round dish or banana split dish, place three dippers of different flavored sherbets. Top with fruit salad or fruit cocktail, whipped cream and a maraschino cherry.



So much of modern frozen desserts are bought on impulse, that an impulse item carried regularly in your store is an important part of your store's attraction for such purchases. Frozen-On-A-Stick confections are a particularly easy method for you to gain increased sales volume. They are packed to store easily in the cabinet, and are individually wrapped for quick easy service. They are popular with many groups and are worth aggressive promotion.

AN IMPULSE ITEM—RETAIL HANDLING EXTREMELY IMPORTANT!

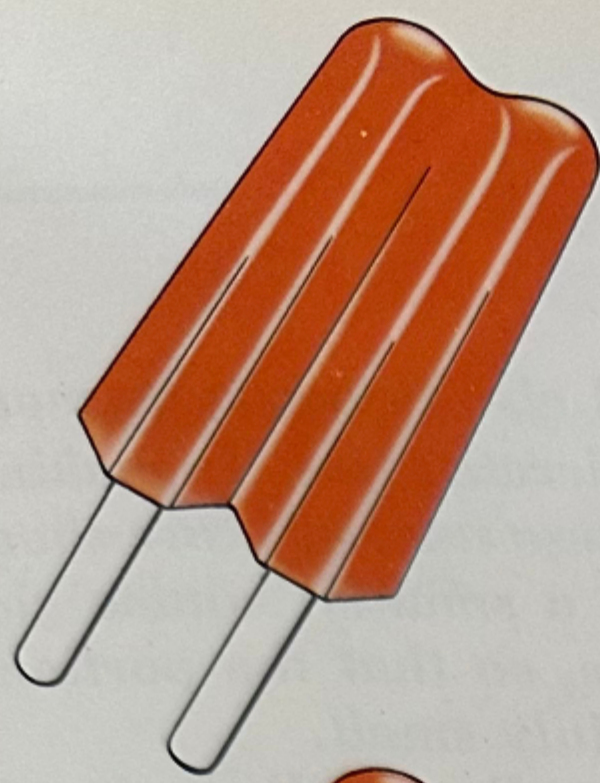
POINT-OF-SALE ADVERTISING PLAYS A BIG ROLE—UTILIZE IT!

Point-Of-Sale advertising plays a big role in the retail store promotion of any product carried. The frozen stick confection advertising which is available to the retail dealer, makes it possible to attract customers through the identification of your store as a place to purchase these popular specialties. Advertising is of no value if not displayed and followed through by aggressive store promotion. It tells the people that you have the article, but you must follow through with the suggestion for purchase.



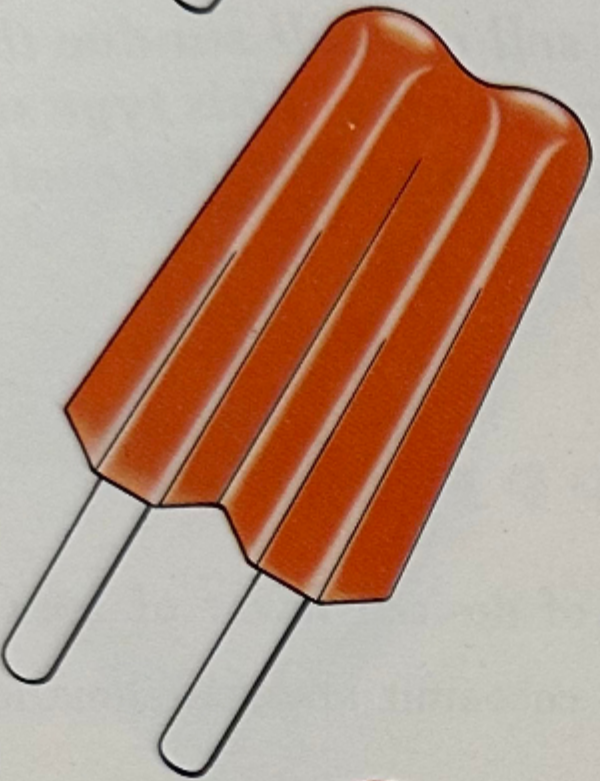
MOST CONFECTION BAGS CARRY A PREMIUM OFFER—GIFT LISTS, ETC. AVAILABLE—DISPLAY THEM!

Many confection bags carry a premium offer. To gain the greatest advantage saleswise for your store from these offers, you should have gift lists available and should display such lists, calling attention to the advantages of saving the bags. Children will return to their favorite Ice Cream dealer time and again until they have obtained the necessary number of bags needed for the prize they have decided upon.



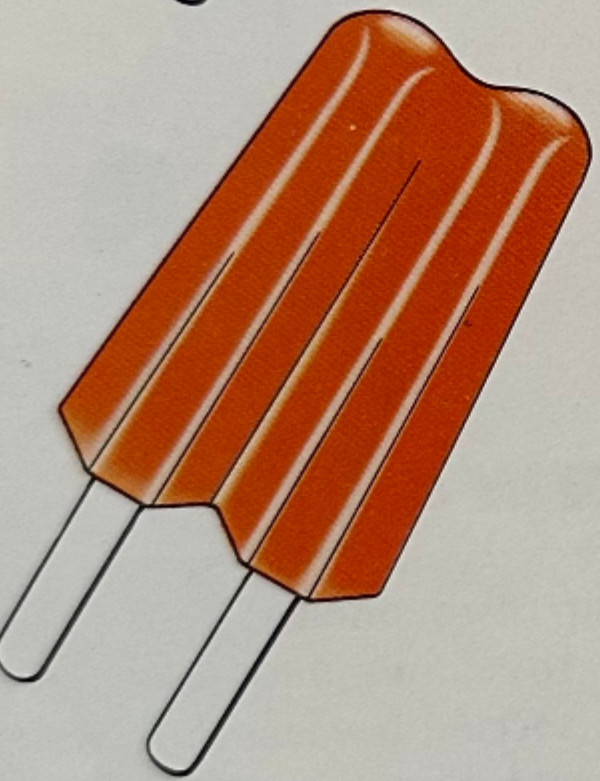
FLAVOR VARIETY ESSENTIAL TO MAINTAIN LARGE VOLUME

As with all types of frozen products a variety of flavors attracts a large number of customers. Even though many people prefer one flavor most of the time, they do like to have the opportunity for a choice of several different flavors. In carrying a stock of Frozen-On-A-Stick confections, this flavor variety is particularly important, and helps to stimulate customer purchases.



IMPORTANT TO CHECK STOCK FREQUENTLY— INCREASE ORDER ON "SELL-OUTS"

It is essential to check the stock of Frozen-On-A-Stick confections frequently. Some flavors may be much more popular in your community than others. By frequent checks, the orders may be increased on the confections which move out rapidly, and you will thus be supplied with enough of the popular items to satisfy your trade at all times.



KEEP CABINETS NEAT—ESPECIALLY SELF-SERVICE UNITS

The appearance of the cabinet in which your Ice Cream and other frozen desserts are kept is particularly important in selling, especially from self service units. Frequent rearrangement of stock, especially after a peak period of selling, enables you to keep the inventory more even and at the same time, have the stock itself in an orderly arrangement so as to be easily identified and quickly chosen.



SAFEGUARD THE APPEARANCE OF YOUR PRODUCTS—TORN BAGS, BRUISED CONFECTIONS DETRACT FROM SALES

In handling the number of stick confections which a large volume business will bring, care should be taken to avoid bruising the confections or tearing the bags. These detract from the appearance of the individual stick confection and tend to detract from sales. Stick confections are popular when well served and perfectly delivered to the customer. A little care in the stacking of the packages and in opening them for service, will avoid deterioration in the appearance which comes from careless handling.



BUDGET SUNDAES

On these pages are pictured several variations of a type of sundae especially adaptable for use in cafeterias, restaurants, schools, coffee shops and similar places. They are frequently sold under the name of "Junior Sundaes" or "Budget Sundaes," because they are as large a portion as is desired for some

services, and also they can be marketed at a very moderate price. In making and marketing these sundaes, care should be taken to use a smaller sundae glass or paper service, so that the portion does not look unduly small. It is better to sell a small sundae than to lose an Ice Cream sale. This type sundae will open an avenue for additional sales.

COOKIE TOPPER

In a small sundae dish place a No. 20 dipper of desired flavor of Ice Cream. Top with a fancy cookie. The cookie shown is cocoanut and marshmallow but any kind of fancy cookie may be used.



PINEAPPLE SUNDAE

In a small sundae dish, place one No. 20 dipper of Ice Cream. Cover with one ounce of Pineapple topping. Garnish, if desired, with a small rosette of whipped cream and decorate with a cherry.



FRUIT SALAD SUNDAE

In a small sundae dish place a No. 20 dipper of vanilla or fruited Ice Cream. Top with one ounce of fresh or canned fruit salad or fruit cocktail. Garnish, if desired, with a small rosette of whipped cream, top with a piece of fruit from the fruit salad mixture.



PEACH SUNDAE

In a small sundae dish, place a No. 20 dipper of vanilla or peach Ice Cream. Cover with one ounce of fresh, frozen or preserved peaches and garnish with a small rosette of whipped cream and top with a piece of peach.



CHOCOLATE PEANUT SUNDAE

In a small sundae dish, place a No. 20 dipper of vanilla Ice Cream. Cover with one ounce of chocolate syrup and sprinkle with a spoon of salted Spanish peanuts.

STRAWBERRY SUNDAE

In a small sundae dish, place one No. 20 dipper of Ice Cream. Cover with one ounce of strawberry topping, using either fresh frozen or preserved berries. Garnish, if desired, with a small rosette of whipped cream and decorate with a cherry.



MAPLE WALNUT SUNDAE

In a small sundae dish place one No. 20 dipper of Ice Cream. Cover with one ounce of maple walnuts in syrup. Garnish, if desired, with a small rosette of whipped cream and decorate with a cherry.

Whipped Cream

ICE CREAM SODA



SUNDAE



BANANA SPLIT



MALTED MILK



FRAPPE



MELBA



TORTE



PARFAIT



NEWPORT



CAKE COMBINATION



SALAD



Whipped cream is more than a garnish, important as that use is in the creation of eye-appealing dishes — Whipped cream stresses smoothness and texture in the Ice Cream services for which it is used.

Whipped cream adds that certain something which marks the Ice Cream service as having been made with care and served with pride. Use whipped cream in Ice Cream sodas, milk shakes, sundaes, banana splits, and in fact, in all Ice Cream services where its appeal will help sell the service.

The Garnish

PARFAIT



MELBA



BON BONS



FLOAT



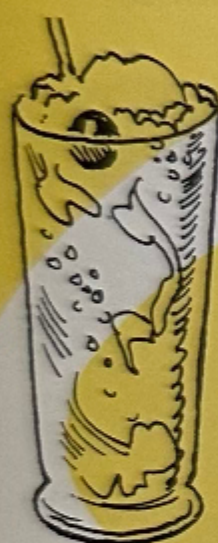
NEWPORT



PLAIN DISHES



SODA



FREEZE



SUNDAE



FRAPPE



PIE WITH ICE CREAM



COUPE



ADES



ICE CREAM & CAKE



This is the "eye-finder" that flashes a message of the ultimate appeal for Ice Cream combination which you have made for him or her. The garnish reflects the care of making and the pride of serving which marks the well made service. Use the garnish—for it sends the "dressed up for you" message which pleases customers, and sets your service out as distinctive.

luncheonette



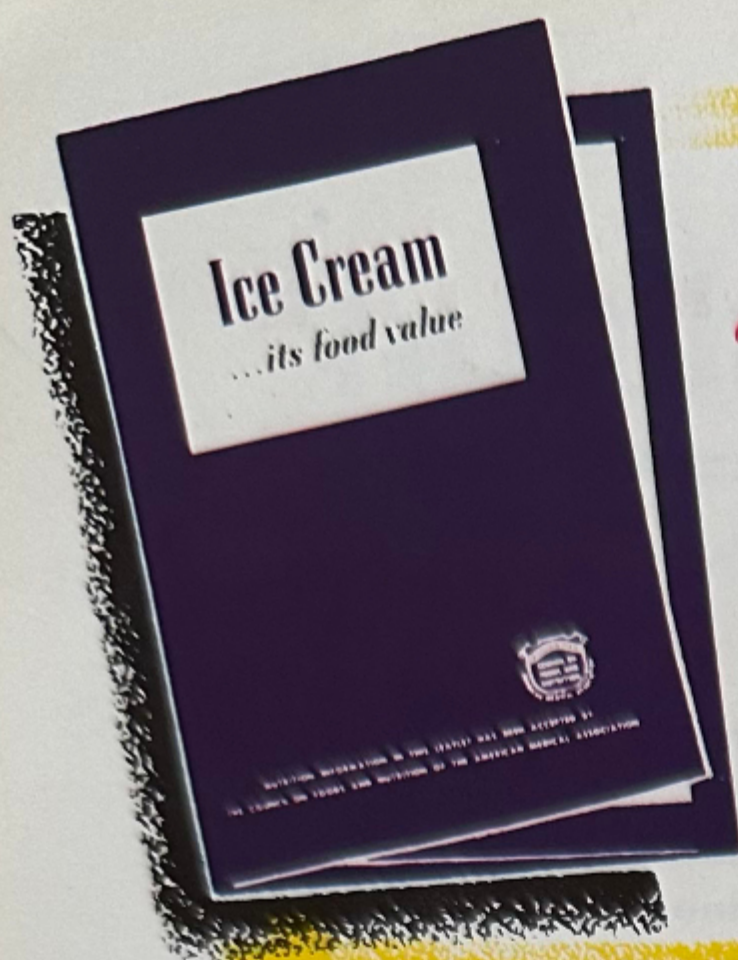
Sandwiches and light lunches can be made profitable in the luncheonette department by planning a series of suitable combinations—arranged not only for eye and taste appeal, but also for efficient preparation and service in the space you have. It is better to offer on your menu a few well-made, attractively served combinations each day and change the offerings frequently—than to try *too many* specials on any one day.

The use of Ice Cream dishes in luncheon combinations adds sales appeal. The Ice Cream soda or Ice Cream milk drink with a sandwich or a salad; soup and the sundae; the Ice Cream bowl as a “topper-off” to chili con carne are examples of well-planned combinations which are proved sales and profit makers.

LUNCHEONETTE COMBINATION

Here is only one of many tempting luncheonette combinations which can be used to stimulate sales. Pictured is a cheese and bacon and tomato sandwich, cut and displayed on the plate to create greatest eye appeal and the service enhanced with a cup of sherbet decorated with a maraschino cherry. The tooth picks are held in place with a slice of sweet pickle. With this is served a strawberry milk shake. The combination of a sandwich and a milk shake is probably the most popular luncheonette service at the soda fountain.





Ice Cream its food value

Excerpts from the pamphlet "Ice Cream. . . . its food value" reprinted by permission of the National Dairy Council. The nutrition information contained in the National Dairy Council pamphlet "Ice Cream . . . its food value" has been accepted by the Council on Foods and Nutrition of the American Medical Association.

It will be gratifying to the many who like ice cream to note in the table below the significant amounts of protein, calcium, vitamin A, and riboflavin contributed by an average serving of commercial vanilla ice cream. This fact is important for those concerned with planning adequate diets, whether to please normal appetites, or the often difficult appetites of ill and convalescent patients.

For those who wish to keep caloric intake low, ice cream is a good choice. It is high in total food value, and compared with other desserts, it is relatively low in calories. Contradictory as it may sound, ice cream also is a wise choice for those who strive for a high-calorie, adequate diet. When ice cream is served with fruit, cookies, cake, or pie, it helps to raise the value

of meals in calories and in almost every dietary essential as well. A representative mix for commercial vanilla ice cream contains cream, milk and milk solids, sugar, stabilizer, and sometimes eggs.

No significant losses in nutrient value result from the manufacture of ice cream.

Ice cream compared with other desserts is relatively low in calories. It is high in calcium, and supplies significant amounts of other dietary essentials, especially protein, vitamin A, and riboflavin.

The calcium of ice cream is as well used as that of milk, and the riboflavin is almost completely available for use in the body.

Nutrient Content of Vanilla Ice Cream¹ 100 GRAMS (ABOUT ONE-SIXTH QUART)—206 CALORIES

NUTRIENT	AMOUNT	NUTRIENT	AMOUNT
Protein	3.850 gm.	Iron	0.120 mg.
Fat	12.060 gm.	Vitamin A	548 I. U.
Carbohydrate*	21.310 gm.	Thiamine	0.038 mg.
Total Mineral	0.810 gm.	Riboflavin	0.236 mg.
Calcium	0.122 gm.	Niacin	0.098 mg.
Phosphorus	0.105 gm.	Ascorbic Acid	0 mg.

* Includes milk sugar (Lactose) and sweetenings.

The enthusiastic acceptance of ice cream is shown by the fact that Americans consume about 42 pints per person, annually. Ice cream, once regarded as a treat to be indulged in now and then, today is recognized as a nutritious food in everyday meals. This shift in emphasis stems from interest in nutrition and better understanding of ice cream's food values. What does ice cream contribute to the food needs of the body?



FOOD VALUE OF ICE CREAM

Ice Cream is a delightful refreshment—a nutritious food!

When consumers buy Ice Cream's pleasant taste and cooling pleasure, they also obtain the fine food nutrients which a true dairy food supplies.

Compare Ice Cream with other desserts. The chart on this page offers proof that Ice Cream gives a lot more than pleasure, for these figures show that in addition to being a real taste treat, Ice Cream contributes impressively to the dietary needs in basic nutrients, minerals and vitamins. Yes, Ice Cream is a nutritious food!

This chart can put real punch into your selling message—use it to present Ice Cream as a food!

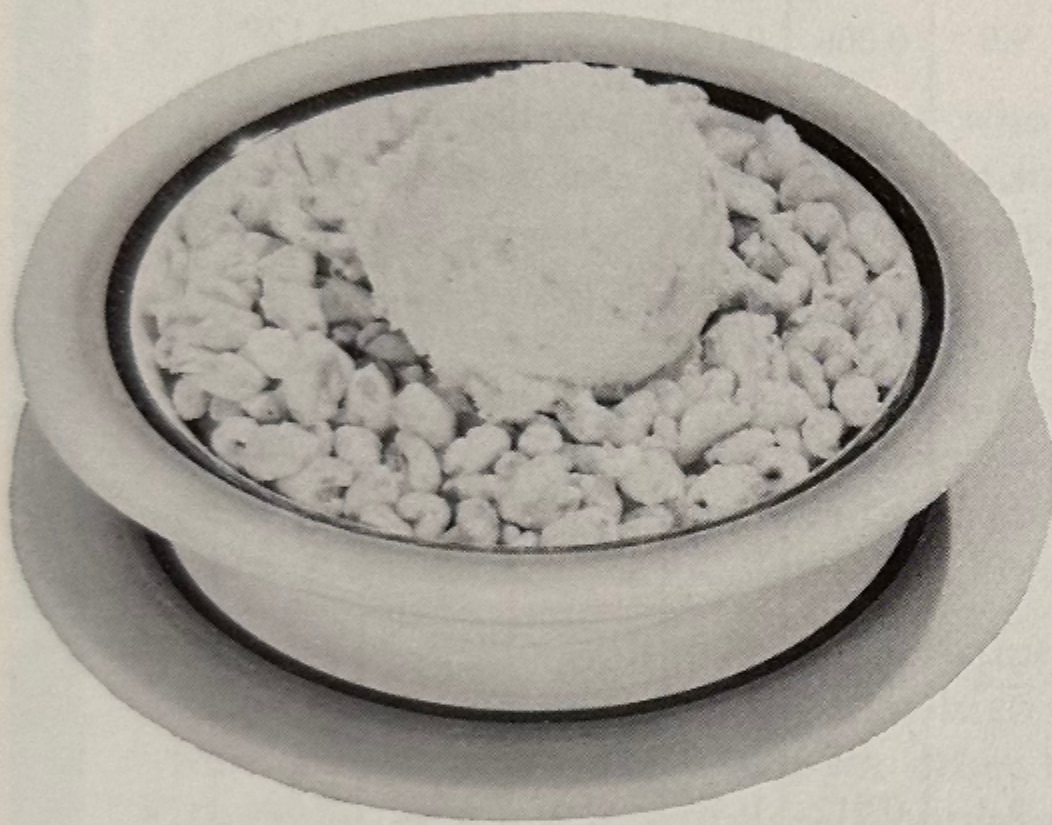


The food value of ice cream and of foods often used similarly or served with ice cream

FOOD	MEASURE	CALORIES	PROTEIN	CALCIUM	IRON	VITAMIN A	THIA- MINE	RIBO- FLAVIN	ASCORBIC ACID
	weight		gm.	gm.	gm.	I.U.	mg.	mg.	mg.
Vanilla Ice Cream	$\frac{1}{6}$ quart 100 gm.	206	3.8	0.122	0.12	548	0.038	0.236	0
Angel Cake	$\frac{1}{10}$ -10" cake 111 gm.	300	9.0	0.006	0.15	...	...	0.129	0
Sugar Cookies	2 cookies 28 gm.	100	1.4	0.004	0.10	200	0.012	0.081	0
Apple Pie	$\frac{1}{8}$ - 9" pie 100 gm.	230	2.3	0.009	0.46	115	0.020	0.021	1
Baked Apple (2 T. sugar)	1 medium 158 gm.	260	0.5	0.010	0.45	90	0.034	0.038	2
Chocolate Cup Cake	$2\frac{3}{4}$ " diameter 51 gm.	200	2.3	0.013	0.30	350	0.018	0.036	0
Brown Betty	$\frac{1}{2}$ cup 145 gm.	250	2.3	0.012	0.40	450	0.018	0.036	2
Rice Pudding (milk & eggs)	$\frac{1}{2}$ cup 130 gm.	135	5.8	0.078	0.90	450	0.042	0.189	0
Custard	$\frac{1}{2}$ cup 111 gm.	130	5.5	0.127	0.80	470	0.054	0.270	0
Chocolate Pudding (milk)	$\frac{1}{2}$ cup 108 gm.	200	5.0	0.143	0.45	215	0.042	0.252	1
Fruit Cup	$\frac{1}{2}$ cup 80 gm.	75	0.7	0.011	0.32	85	0.066	0.027	23
Lemon Sherbet (milk)	$\frac{1}{2}$ cup 131 gm.	200	2.5	0.099	0.32	150	0.036	0.162	12
Milk	1 glass 244 gm.	168	8.5	0.290	0.08	375	0.090	0.410	4

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ICE CREAM AND CEREALS



Ice Cream not only adds variety and appeal to cereal services, but takes the place of the cream and sugar usually served. "Specialized" on the breakfast or lunch menu, these combinations attract customers and stimulate sales.

COLD CEREALS:

1. Wheaties, Cornflakes, Post Toasties or similar flake cereals. Into a cereal bowl place the usual serving of "flakes" cereal. Top with one #20 dipper of vanilla Ice Cream.
2. Puffed Rice, Puffed Wheat, Rice Crispies, etc. Into a cereal bowl, place usual portion of puffed cereal. Top with one #20 dipper of fruited Ice Cream such as strawberry, cherry, peach, or raspberry Ice Cream.

HOT CEREALS:

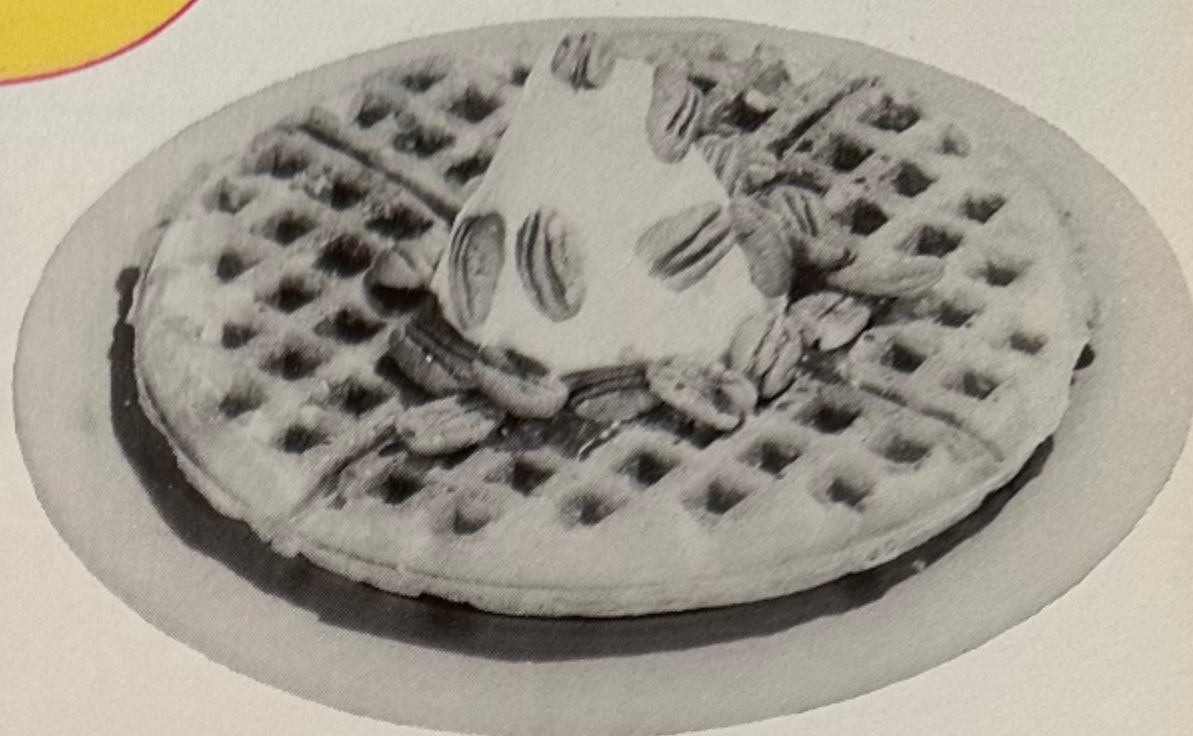
3. Oatmeal
Top usual portion of oatmeal with one #20 dipper of strawberry Ice Cream.
4. Cream of Wheat
Top usual serving of Cream of Wheat with one #20 dipper of vanilla Ice Cream or fruited Ice Cream.



WAFFLES AND ICE CREAM

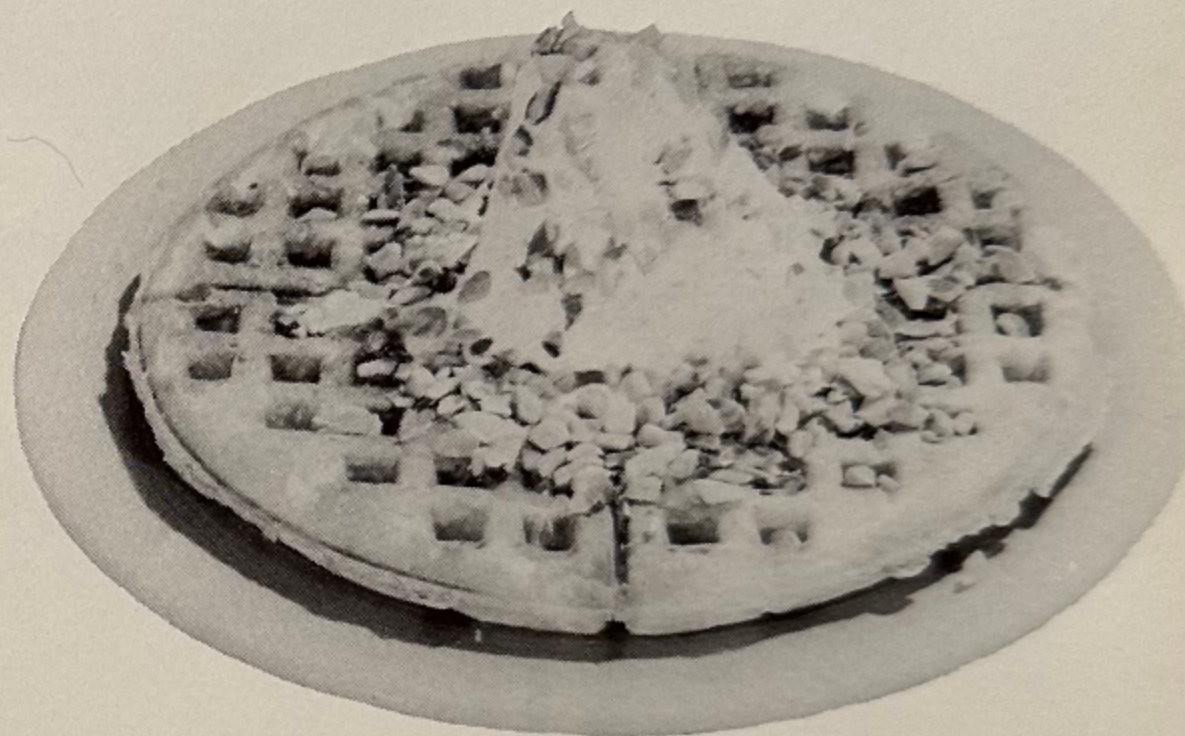
1. MAPLE PECAN WAFFLE

In the center of a hot waffle place one #20 dipper of vanilla Ice Cream. Cover Ice Cream with one ounce maple syrup and sprinkle with pecan meats.



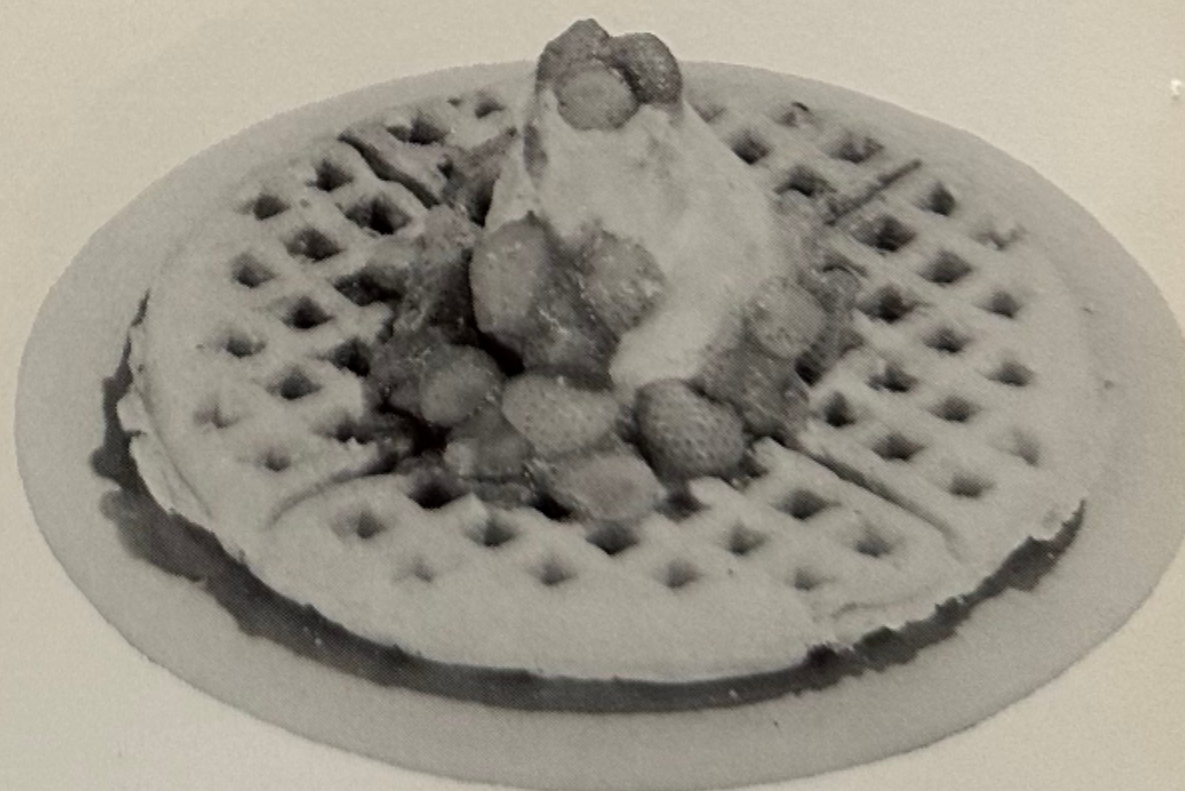
2. ALMOND WAFFLE DELIGHT

In the center of a hot waffle, place one #20 dipper of vanilla Ice Cream. Cover Ice Cream with one ounce butterscotch topping and sprinkle with chopped toasted almonds.



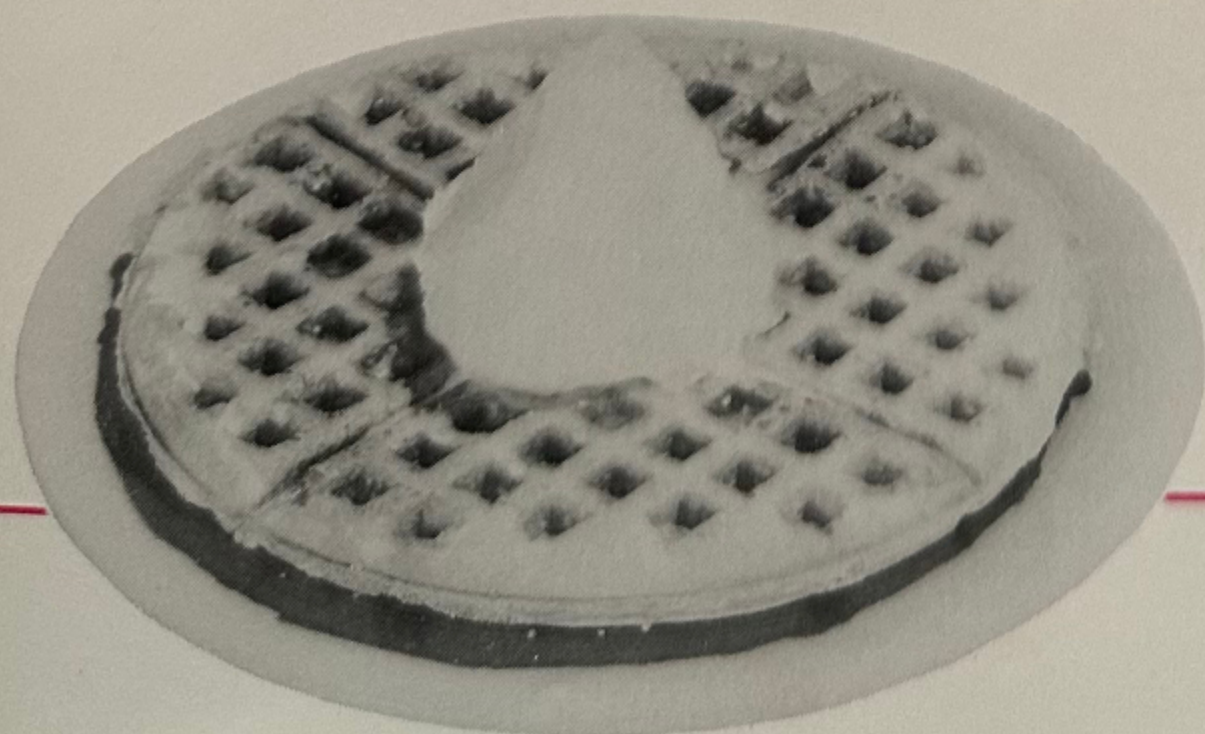
3. WAFFLE WITH ICE CREAM AND STRAWBERRIES

In the center of a hot waffle place one #20 dipper of vanilla or strawberry Ice Cream. Cover Ice Cream with a ladle of crushed or sliced strawberries.



4. WAFFLE A LA MODE

Pour maple syrup over a hot waffle and top with one #20 dipper of Ice Cream using a cone shaped dipper if available.



"Make mine A LA MODE"

Check averages in terms of stool turnover, are important in the profit picture. The higher the check each time the stool is occupied the better for business.

Pie ala mode is a combination which stimulates purchasing.

Here we list a few variations on the flavors of pie and of Ice Cream which blend particularly well with the flavor of the pie. Try some of these—you'll be delighted with the results. Flavors of Ice Cream are used for examples and to be used when the different flavors are available.

Dispensers, waitresses should suggest the Ice Cream when pie is ordered. It won't be taken every time but enough times to build sales.

Apple Pie; Vanilla, Strawberry or Chocolate Ice Cream.

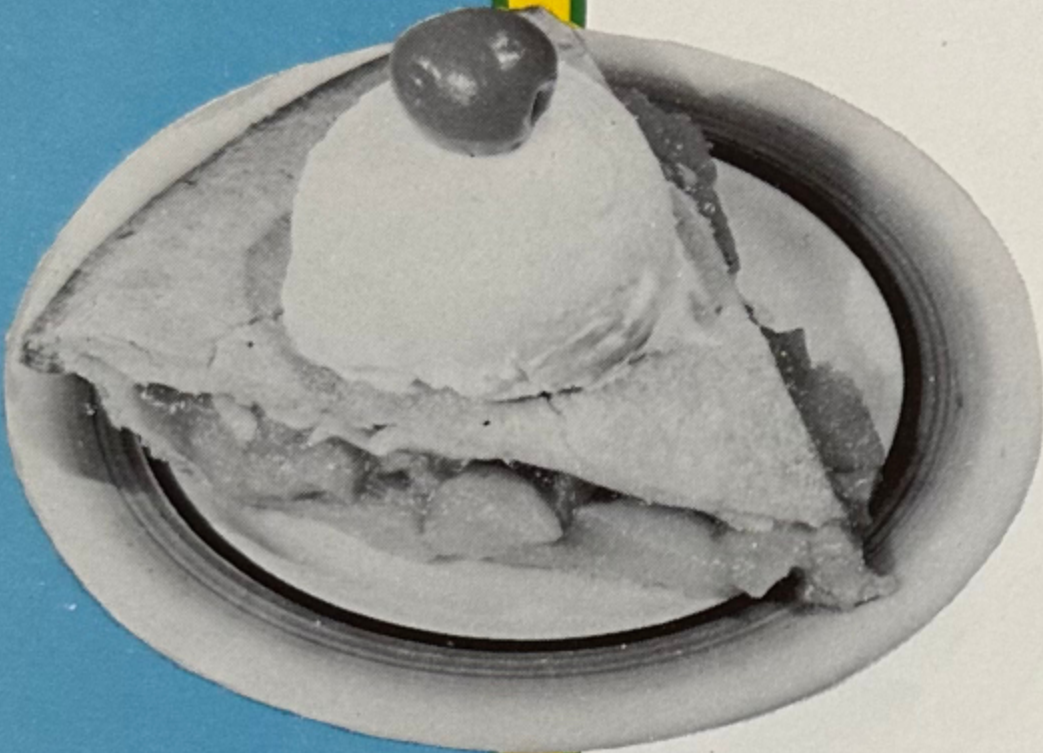
Blackberry Pie; Vanilla, Blackberry, or Raspberry Ice Cream.

Cherry Pie; Vanilla, Cherry Vanilla, Cherry Custard Ice Cream.

Cranberry Pie; Vanilla, Strawberry, Cherry Vanilla Ice Cream. The picture shows Vanilla Ice Cream in pastry shell, topped with crushed cranberry sauce.

Butterscotch Pie; Vanilla, Butterscotch, Variegated Butterscotch Ice Cream.

There are lots of other flavor combinations which will sell well. Use your Ice Cream flavors to create new pie and Ice Cream combinations.



APPLE PIE with ICE CREAM

America's number one favorite pie—APPLE—number one favorite dairy food ICE CREAM. Get them together and you have apple pie ala mode—for ala mode means with Ice Cream.

This pie shows an actual sized portion, so that when selected for service, cost can be predetermined and the combination offered at a price attractive to customers and at the same time profitable to management.

Apple pie ala mode can be a best seller at the restaurant, the luncheonette, the soda fountain, the tea-room, in fact, wherever Ice Cream and pie are sold. It's



a two in one dish that's a hundred to one flavor choice.

Even with this acceptance, it must be suggested to customers by waiters, waitresses, and dispensers. It must be enthusias-

tically merchandised and it should be!

Eye catching backbar and window streamers, and colorful menu clipons help promote the sale of pie and pie ala mode.

NOTE TO: Salespeople . . . When the customer orders Apple Pie . . . say . . . "Apple Pie—Yes Sir . . . with vanilla or strawberry Ice Cream, Sir?"

for the
Luncheonette
and Restaurant . . .

FEATURE

PIE WITH ICE CREAM

It's an axiom in selling that a sale should be beneficial to both the buyer and the seller. The truth in that is obvious because if the buyer isn't satisfied he very probably will not buy again.

When you apply that sales truth to the sale of pie in your store you can see why it should be *pie with Ice Cream*. The combination is so much better, the customer can't help but be pleased.

Nutritious, delicious Ice Cream on pie—a treat to be sure! Place it prominently on your menu, advertise it on

place mats and back bars, suggest it to your customers.

Make certain that your menu clip-ons are always clean, fresh and attractive. Replace soiled, dirty, wrinkled or torn menu clip-ons.

Your customers will be pleased with the wonderful combination pie and Ice Cream make. You'll be benefited by the increased sales check. Both add up to a mighty fine sale.

NOTE TO: Salespeople . . . When the customer orders pie, be sure to ask him what flavor of Ice Cream he wants with his pie.



Take a piece of
FRUIT CAKE -

Take a generous portion of
ICE CREAM -

Top with a ruby red
CHERRY -

and you have **SUGAR
'N SPICE 'N EVERY.
THING NICE . . .**

Ice Cream glorifies many foods in both eye and taste appeal but one combination that rates right near the top is *fruit cake a-la-mode* —*fruit cake with Ice Cream*.

That is especially true during the month of December because one of the delicacies traditionally associated with the Christmas season is fruit cake. But why stint your customers to fruit cake alone when it tastes so much better topped with a generous portion of Ice Cream and, if you wish, decorated with a bright red cherry.

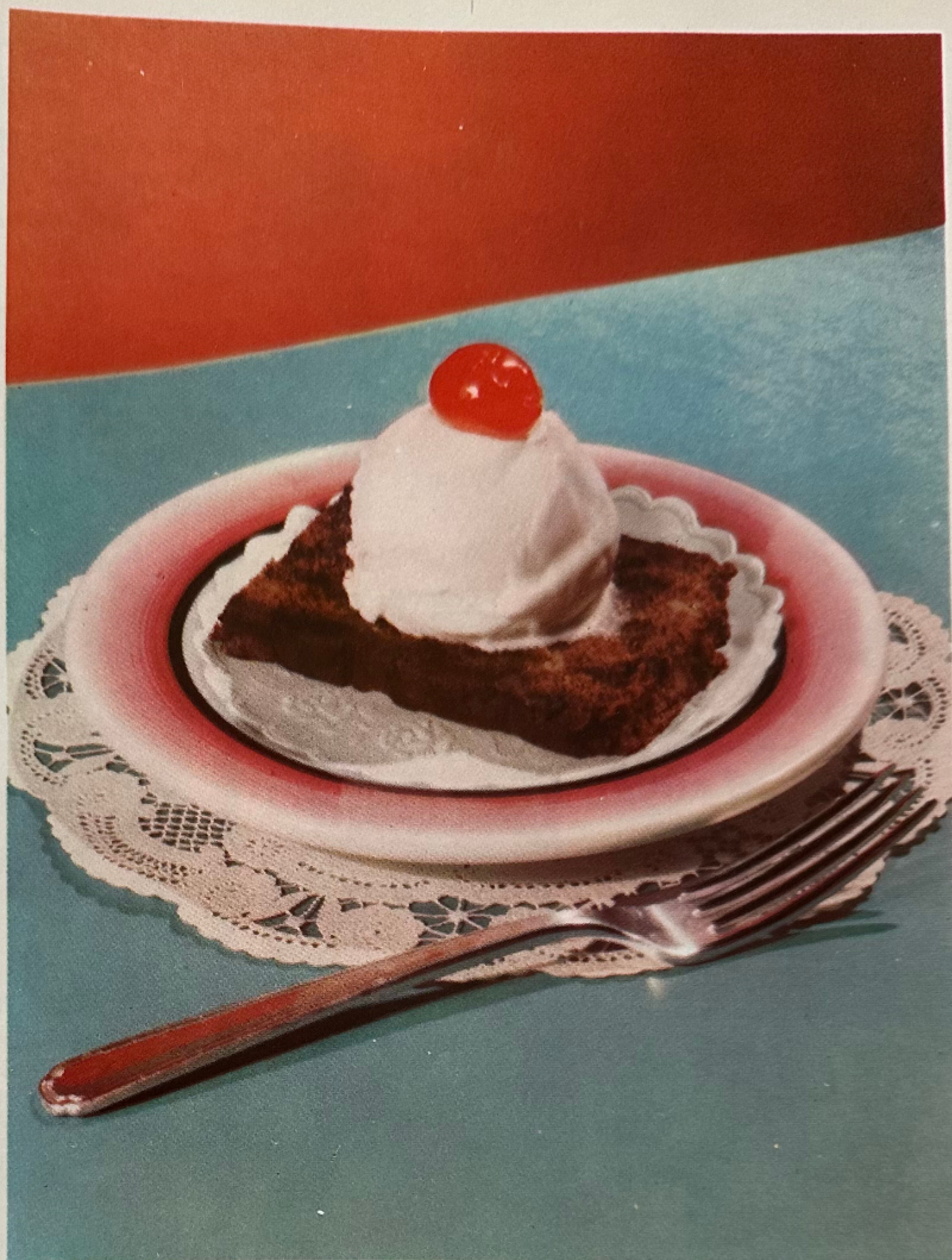
We show the customary dipper of Ice Cream, but this service can also be made with spoon dipped

Ice Cream, if that is popular in your market.

The combination of fruit cake and Ice Cream is very good from a taste standpoint. It is quickly prepared, easily served, and most satisfying. Featured with a cup of coffee, it makes a snack

"quickie" for busy shoppers, which has many takers.

This combination can be developed either using vanilla Ice Cream or your "flavor-of-the-month." Caramel or butterscotch Ice Cream, blend well with fruit cake also.

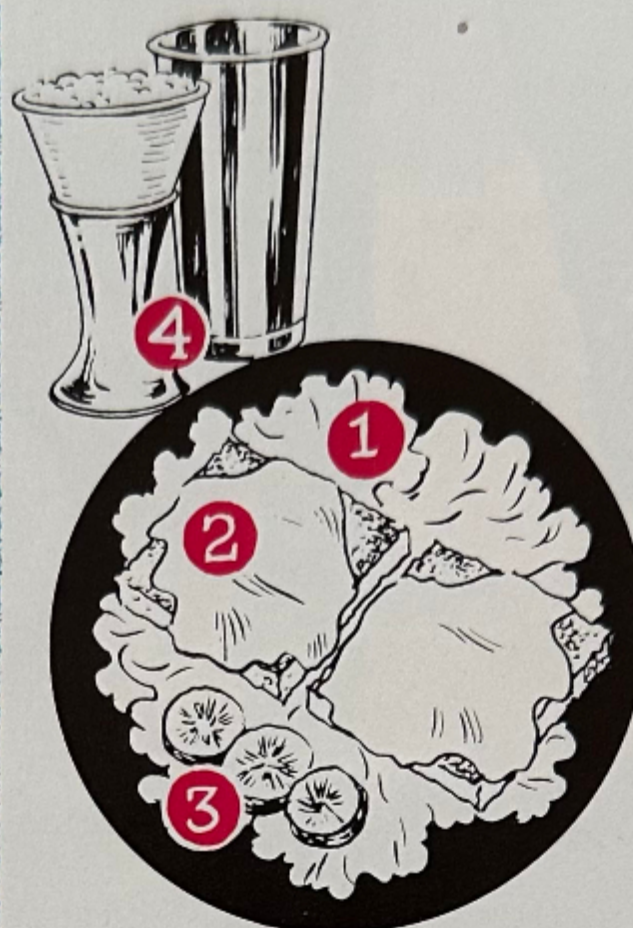


Luncheon Combinations

Here are some simple, easy to prepare luncheonette combinations that include Ice Cream services which you can feature to your customers' satisfaction and your profit. The Ice Cream service sells the luncheon—try it!



1. Ham sandwich
2. Cucumber slices
3. Carrot sticks
4. Mustard in ramekin
5. Chocolate Sundae

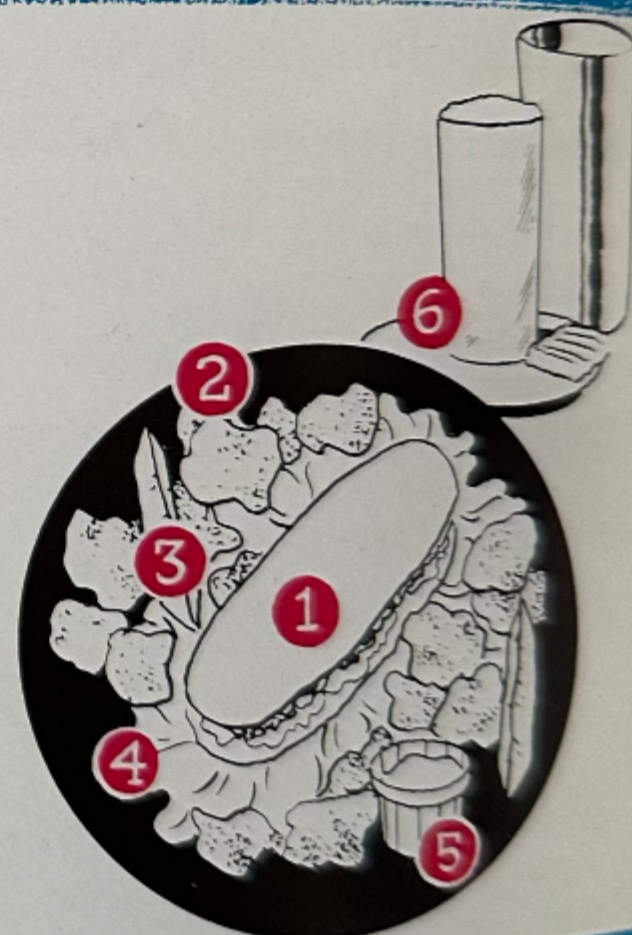


1. Lettuce leaves
2. Toasted cheese sandwich
3. Pickle slices
4. Chocolate milk shake

1. Roast veal sandwich
2. Whipped potatoes
3. Sprig of Parsley
4. Cranberry sauce or cranberry sherbet in ramekin
5. Double Chocolate Ice Cream Soda



1. Frankfurter on roll with relish
2. Potato chips
3. Pickle stick
4. Lettuce leaves
5. Mustard or chopped onion in ramekin
6. Vanilla Milk Shake



1. Lettuce Leaves
2. Ham salad sandwich on toast
3. Olives—green or ripe
4. Apple sauce in souffle cup
5. Pineapple sundae



1. Lettuce leaves
2. Waldorf salad
3. Cream cheese and olive sandwich on toast
4. Double Chocolate Ice Cream Soda

LUNCHEON DISHES APPROPRIATE TO THE SEASONS

As appetites change with the seasons, so menus should anticipate the seasons with food that tempts the appetite.

In Winter, warm wholesome dishes are satisfying, but when Spring comes your customers will welcome salads and lighter, more cooling foods.



Ice Cream, however, is the food that customers demand all the year around. So, build your inviting luncheons around these delicious Ice Cream dishes pictured on this page. They are the fillip to the appetite at all seasons, Winter, Spring, Summer, and Autumn.

ON THE COLD WEATHER MENU

Hot Turkey Sandwich
Country Sausage and Waffles
Baked Beans and Frankfurters
Chili Con Carne
Barbecued Hamburger
Sugar Cured Ham Sandwich
Ham Omelet
Hot Cakes and Creamed Dried Beef



ON THE WARM WEATHER MENU

Frosted Fruit Salad with Sherbet
Stuffed Tomato with Cottage Cheese
Vegetable Chop Suey
Egg Salad Sandwich
Pineapple and Cream Cheese
Tomato and Cucumber Salad
Garden Salad Bowl
Melon Ball Salad



Sandwiches

FOR THE LUNCHEONETTE

By presenting an opportunity for Ice Cream combination companion sales, sandwiches serve to stimulate the sales check.

Writing sandwich orders on the sales check and leaving the check with the sandwich maker prevents errors, noise and confusion. Your customer gets his order faster and the dispenser saves valuable time that can be used in serving other customers.

Sandwich spreads, meats, salads, etc., should always be prepared and in readiness for use so that a minimum of time will be required in getting the order to the customer.

Don't try to serve all types of sandwiches on any one day. Keep your menu simple by featuring seasonal sandwiches using those meats and spreads that are available.

SANDWICH SUGGESTIONS

MEAT SANDWICHES

Baked Ham
 *Barbecued Beef
 *Barbecued Pork
 *Barbecued Ham
 *Barbecued Chicken
 Bacon
 Boiled Ham
 Bologna
 Braunsweiger
 Sliced Chicken
 Canadian Bacon
 Cold Corn Beef
 Cube Steak
 Chicken Liver—Chopped
 *Chickenburger
 Denver Sandwich
 Deviled Ham
 *Frankfurter on Bun
 *Fried Ham
 Ground Steak
 Goose Liver
 Smithfield Ham
 *Hamburger on Bun
 *Hot Pastrami
 Kosher Corned Beef
 Liverwurst
 Meatloaf (Hot or Cold)
 Pressed Minced Ham
 *Roast Beef
 Salami
 Smoked Tongue

Smoked Turkey

*Salisbury Steak

Sliced Turkey

*Tenderloin Steak

*Turkey-Burger

Veal Loaf (Hot or Cold)

SEAFOOD SANDWICHES

*Fried Jumbo Shrimp

Sardine

*Fried Haddock

*Fried Oyster

CHEESE SANDWICHES

Cream Cheese

American Cheese

Brick Cheese

English Muffin-Cheese

Imported Swiss Cheese

Limburger Cheese

Old English Cheese

Olive Pimento Cheese

SALAD SANDWICHES

Chicken Salad

Date and Nut Salad

Crabmeat Salad

Ham Salad

Lobster Salad

Olive Salad

Olive and Nut Salad

Salmon Salad

Shrimp Salad

Tuna Salad

COMBINATION SANDWICHES

Avocado and Bacon

Avocado, Tomato and Lettuce

Bacon and Tomato

Bacon and Lettuce

Bacon and Cheese

Bacon and Watercress

Bacon and Peanut Butter

Bacon and Egg

Bacon and Egg Salad

Cape Cod (Ham, Cheese, Cranberry Sauce)

*Cheeseburger on Bun

Cream Cheese and Date

Cream Cheese and Jelly

Cream Cheese, Nut and Raisin

Cream Cheese and Chipped Beef

Chopped Ham, Pickle and Cheese

Dixie Ham (Fried Ham, Jellied

Cranberry Sauce,

Sliced Egg and Tomato

Egg and Olive

Egg and Minced Ham

Sliced Egg and Tuna Salad

*Grilled Steak and Sweet Pickle

Junior Club

Ham and Swiss Cheese

Lettuce and Tomato

Nutburger

Nut and Cream Cheese

Roast Pork and Relish

* Usually served hot—either open face style on two slices of bread or in a bun or roll.

more sandwich suggestions . . .

EGG, NUT BUTTER, JELLY, ETC., SANDWICHES

Avocado
Almond Butter
Cashew Butter
Deviled Egg
*Fried Egg
Sliced Egg

*Scrambled Egg
Fruit Jam
Grape Jelly
Peanut Butter

CLUB STYLE SANDWICHES

Bacon, Lettuce and Tomato
Club House

Cream Cheese, Pineapple, Nuts
Chopped Roast Ham and Tomato
Chicken Salad, Bacon and Tomato
Ham Salad, Lettuce and Tomato
Salmon Salad and Egg
Smithfield Ham and Tomato
Pimento, Bacon and Tomato
Lenten Special

* Usually served hot—either open face style on two slices of bread or in a bun or roll

sandwich facts

BREAD FOR SANDWICHES

Allow 2 slices bread per serving

1 $\frac{1}{4}$ pound loaf white bread cuts 19 ($\frac{5}{8}$ ") slices, without end crust.

1 $\frac{1}{2}$ pound loaf white bread cuts 24 ($\frac{5}{8}$ ") slices, without end crust.

2 pound sandwich loaf white bread cuts 28 ($\frac{1}{2}$ ") slices, or 56 ($\frac{3}{8}$ ") slices, without end crust.

1 pound loaf whole wheat bread cuts 16 ($\frac{5}{8}$ ") slices, without end crust.

2 pound loaf whole wheat bread cuts 28 ($\frac{1}{2}$ ") slices, without end crust.

1 pound loaf rye bread cuts 23 ($\frac{3}{4}$ ") slices, without end crust.

2 pound loaf rye bread cuts 33 ($\frac{3}{4}$ ") slices, without end crust.

NOTE: The thickness and number of slices will vary in different localities.

BUTTER

2 pounds will spread 100 sandwiches.

1 $\frac{1}{2}$ pounds of print butter, each pound cut into 64 prints, will serve 100.

JELLY

8 medium glasses will spread 100 sandwiches.

JAM OR PRESERVES

3 quarts will spread 100 sandwiches.

SANDWICH FILLINGS

1 gallon of any filling will spread 100 sandwiches, if approximately 2 $\frac{1}{2}$ tablespoons is used per sandwich.

PEANUT BUTTER

3 quarts will spread 100 sandwiches.

AMERICAN CHEESE

6 pounds will spread 100 sandwiches, if approximately 1 ounce slices are used per sandwich.

MAYONNAISE

1 pint will spread 100 sandwiches, if approximately 1 teaspoon is used per sandwich.

LETTUCE

5 medium heads for 100 sandwiches.

PIES

1 (10") pie will serve 8.

1 (9") pie will serve 7.

1 (8") pie will serve 6.

CAKES

4 (14") layer cakes will serve 100.

6 (8") layer cakes will serve 100.

1 (18" x 25") sheet cake will cut 48 cake squares.

WHIPPED CREAM

2 quarts heavy cream, whipped, will top 100 sundaes.

—Courtesy American Institute of Baking

sandwich fillings

HAM SALAD

To 3 pounds of ground ham trimmings, (or grind a ham hock of the same weight), add 1 dozen ground sweet pickles medium size; 3 tablespoons prepared mustard and 1 cup of hot water. Mix well.

TUNA SALAD

$\frac{1}{2}$ Cup Shredded Tuna Fish
 $\frac{1}{2}$ Cup Chopped Stuffed Olives
 $\frac{1}{2}$ Cup Finely Chopped Celery
1 Tablespoon mayonnaise seasoned with 1 teaspoon mustard.
More mayonnaise if necessary to make good spreading consistency.

EGG SALAD

12 Hardboiled Eggs
 $1\frac{1}{2}$ Cups Diced Celery
 $\frac{1}{2}$ Cup Salad Dressing
 $1\frac{1}{2}$ Teaspoons Worcestershire Sauce
 $1\frac{1}{2}$ Tablespoons Lemon Juice
 $1\frac{1}{2}$ Teaspoons Scraped Onion
Salt and Pepper

Remove shell from eggs. Chop eggs, but not too fine. Add diced celery, dressing and seasoning. Season to taste with salt and pepper.

SALMON SALAD

Drain juice from one and one half pound can Salmon. Add $\frac{1}{2}$ cup finely chopped celery and $\frac{1}{4}$ cup piccalilli, 1 finely chopped hard boiled egg to salmon. Add salt and pepper to taste, juice of half a lemon and enough mayonnaise to hold ingredients together. Blend well and keep chilled.

COTTAGE CHEESE AND GREEN PEPPER

To 1 pound cottage cheese, add 1 medium green pepper (seeds removed and pepper chopped fine). Salt and pepper to taste. If necessary, add mayonnaise or cream to make good spreading consistency.

PIMIENTO CHEESE

Thin pimiento cheese with a small amount of milk to make a good spreading consistency. Season.

CHOPPED CHICKEN LIVER AND EGG SPREAD

Saute chicken livers (not too well done) in chicken fat. Take out of pan and saute onions well in remaining fat, do not brown. Put livers and hard boiled eggs through chopping machine, add sauted onions and any juice or fat left in the frying pan. Add seasoning and mix all ingredients into a paste.

DRIED BEEF AND EGG

To 2 chopped hard boiled eggs, and $\frac{1}{2}$ cup of shredded dried beef add 3 tablespoons chili sauce and 1 tablespoon mayonnaise. Mix well.

NEW ENGLAND BAKED BEAN

Mash contents of a 16 ounce can of Pork and Beans together with 6 tablespoons mayonnaise and contents of a small can of condensed vegetable soup. Mix thoroughly. Spread on Boston Brown bread and grill. Serve hot.

SIZZLING CHEESE-BACON

Top buttered bread with Cheddar cheese and sliced bacon. Broil until bacon sizzles.

EGG AND CELERY SALAD SANDWICHES—Makes 50

24 finely chopped hard-cooked eggs
4 cups finely chopped celery
Mayonnaise to moisten
Salt and pepper to taste
Combine chopped eggs and chopped celery with sufficient mayonnaise to moisten. Season with salt and pepper. Spread between slices of buttered enriched bread.

CREAM CHEESE, DRIED BEEF AND HORSERADISH—Makes 50

3 9-ounce packages cream cheese
 $\frac{1}{2}$ pound dried beef
1 cup prepared horseradish
Grind the dried beef fine, and mix with the other ingredients to a smooth paste, using a little evaporated milk, if necessary, to thin to the right consistency for spreading.

cheese tricks

CHEESE TREAT APPLE SLICES

Try thin slices of unpeeled apple dipped in lemon juice and put together sandwich fashion with a slice of any Cheddar or Bleu type cheese.

BLEU CHEESE SALAD DRESSING

Cut fine one small clove garlic. Add $\frac{1}{2}$ cup salad oil, $\frac{1}{4}$ teaspoon paprika, dash salt. Mix well. Add crumbled Bleu cheese. Mix with fork. Add vinegar sparingly to suit taste. Mix. Serve on head lettuce or tossed green salad.

CHEESE RELISH BALLS

Scoop balls out of Cheddar or cream cheese with a melon baller. Roll in chopped nuts or chopped pickle, if desired, or serve just as they are.

TIME-SAVER CHEESE SAUCES

Melt 2 tbsps. butter. Add 2 tbsps. flour. Blend. Add 1 cup milk slowly. Cook until thick, stirring. Add $\frac{1}{2}$ cup grated Cheddar cheese, 1 tbsp. lemon juice, $\frac{1}{4}$ teaspoon salt. Stir until cheese melts. For macaroni, try this sauce: Melt 3 tbsps. butter, add $1\frac{1}{2}$ cups grated Cheddar cheese and 1 can condensed mushroom soup and seasoning.

CHEESE-CROWNED TOMATOES

Scoop out center of each chilled tomato. Fill with mixture of 1 package Cream cheese, 1 section Bleu cheese, $\frac{1}{2}$ cup salad dressing, 1 mashed pimiento. Chill. Serve on lettuce.

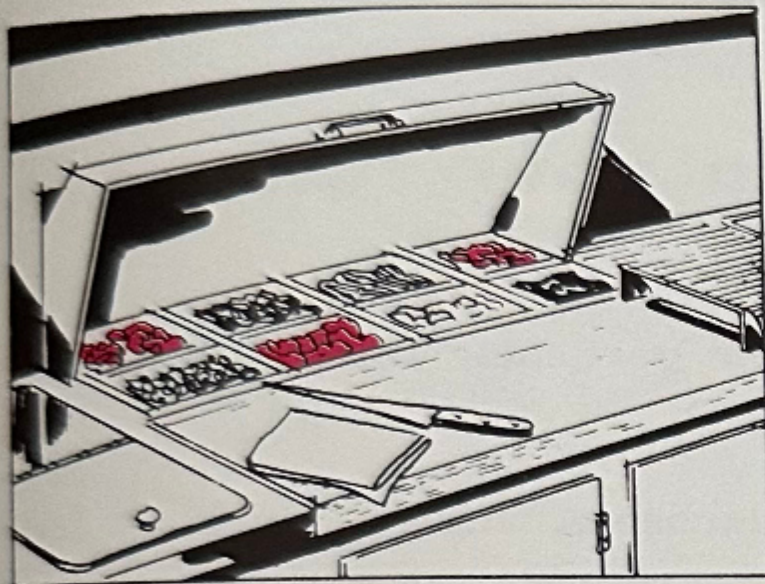
CHEESE-RICH PIE CRUST

Ever try rolling grated Cheddar cheese into the top crust of apple or mince pie before baking?



SANDWICHES

styled for Service and Profit



1. Fill jars with sandwich fillings. See that sandwich board is clean, free from crumbs—knife and clean cloth and sandwich spatula spreader ready for use.



2. Lay slices of bread side by side and spread with butter or mayonnaise, in accordance with usual practice. Spread sandwich filling on one slice covering whole surface of bread.



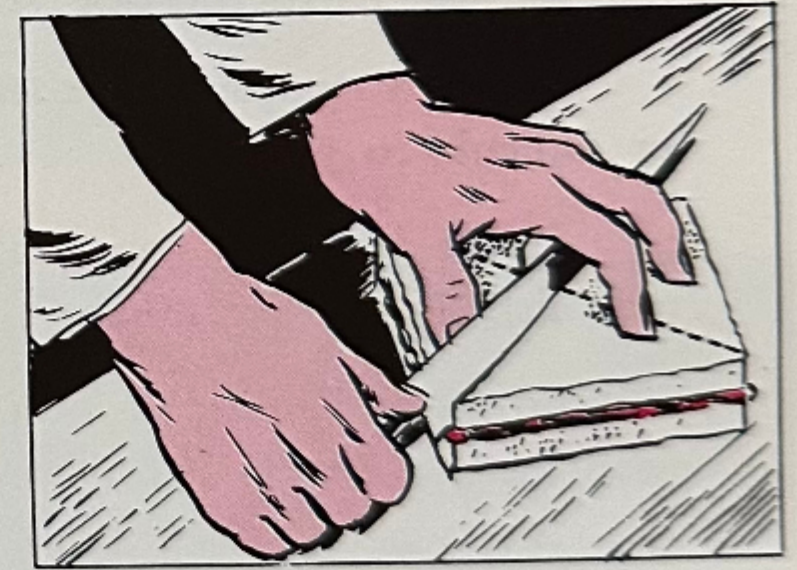
3. Lay lettuce in leaves, not in chunks. If bacon, tomato or other fillers are used, arrange evenly to keep surface as level as possible. Avoid lumps.



4. Combine completed bread slices in sandwich form and shave off crust. Trim all four edges lightly to give a good, clean-cut appearance.



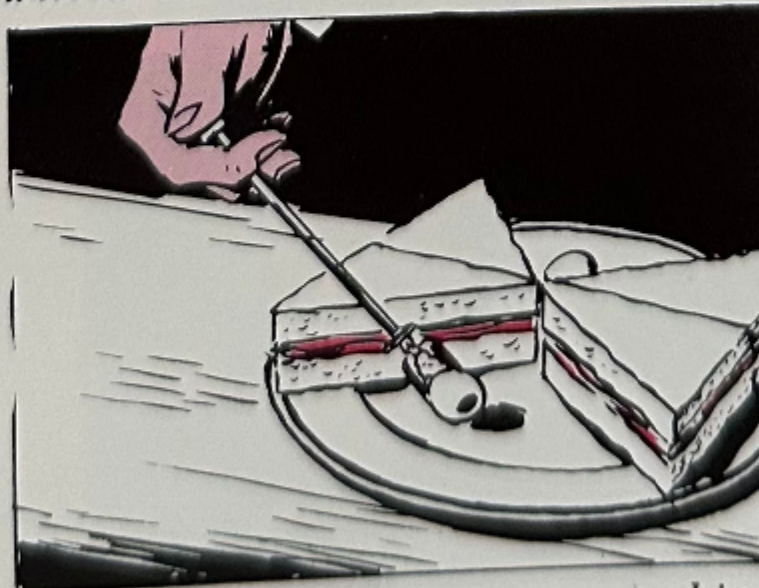
5. If a "three decker" or an overly thick one, use tooth picks or skewers to hold in place. Cut as shown by dotted line.



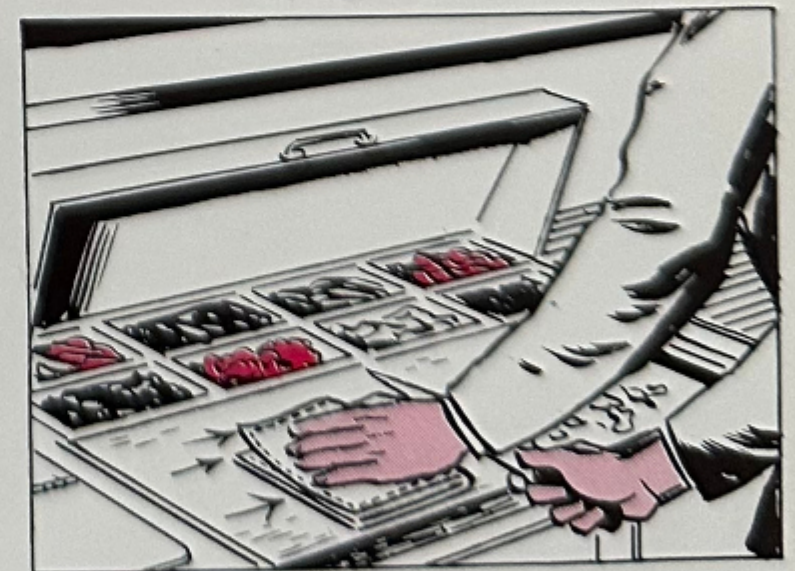
6. Train fingers to take position shown. This not only holds sandwich firm for cutting but also prevents accidents to fingers.



7. Pick up one half the sandwich with cutting knife and slip onto serving plate. Place other half opposite. If quartered or cut in other shapes, other arrangements can be worked out. Place sandwich so that filling shows.



8. Add garnish such as potato chips, pickle, olive, relish, slaw, cranberry sauce, etc.



9. Remove trimmings from sandwich board with back of sandwich knife. Wipe board clean, ready for next order. Keep the entire sandwich and salad cabinet in spic and span condition.

Always sell Ice Cream in combination with the sandwich. Unit combinations build sales.



COMBINATIONS THAT SELL!

Combination luncheons are the answer to speedy service today's noontime crowds are seeking.

Combinations which feature Ice Cream as part of the "deal"—are big sellers where they are given place on the menu.

Ice Cream helps sell the luncheon...
with profit to you — and satisfaction to your customers

Combination luncheons should be developed in accordance with the particular set up you have, and the type of customers who are most numerous in your trading area.

We picture here several different types which prove popular for luncheons, and in which an Ice Cream service is a part of the luncheon set up. All luncheons may not be suitable for your particular set up, but all are designed for ease in preparation, fairly low food cost and quickness of service. You may wish to change combinations—but a "deal" whereby the complete luncheon is offered at a unit price, sells well, especially in the short luncheon time.

It also helps increase stool turnover by making selection easy and quick.

Many variations on these standard items may be made—none of them call for foods hard to get, or difficult to prepare.

If for example, you don't wish to serve devilled crab as suggested on Luncheon No. 2, creamed tuna fish or creamed salmon may easily be substituted.

So in the baked bean luncheon, No. 4, a plain frankfurter, or 2 or 3 small link sausage may be used instead of the stuffed frankfurter (this really has a lot of taste appeal however.)

Other Ice Cream drinks, or Sundaes may be used. The main idea is to offer the luncheon including Ice Cream service at a unit price.

*Merchandising sells
 more Ice Cream
 to more people!*

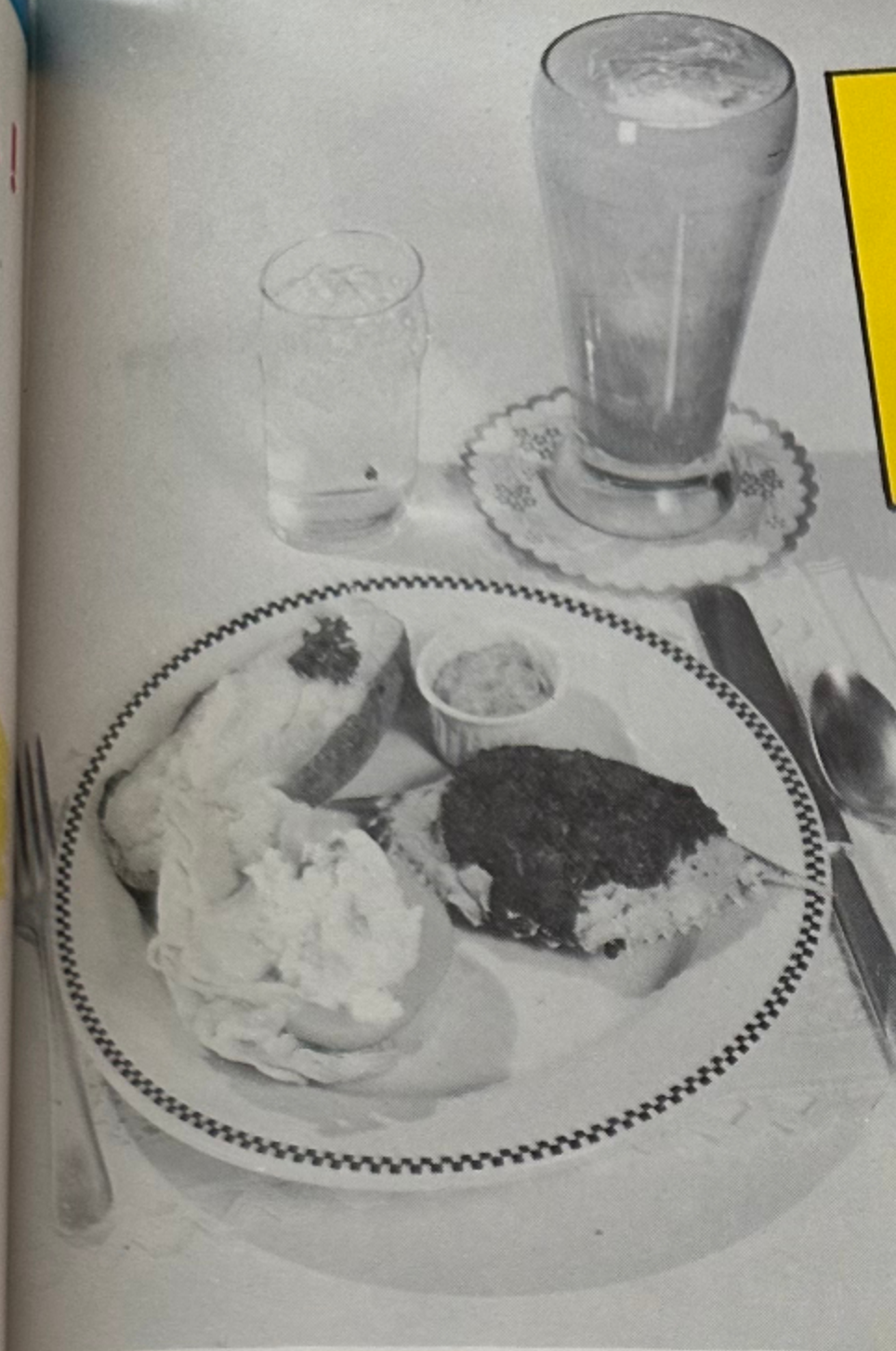


LUNCHEON NO. 1

Baked Macaroni and Cheese
 Toast Points - Pickle Slices
 Warm Gingerbread with
 Vanilla Ice Cream & Chocolate
 Topping

LUNCHEON NO. 2

Devilled Crab
Half of Baked Potato
Peach - Cottage Cheese
Salad
Fruit Ice Cream Soda



LUNCHEON NO. 3

Lettuce, Bacon & Tomato
Sandwich on Toast
Chocolate Malted Milk



LUNCHEON NO. 4

Baked Beans on
Brown Bread with Cheese
Stuffed Frankfurter
Strawberry Sundae

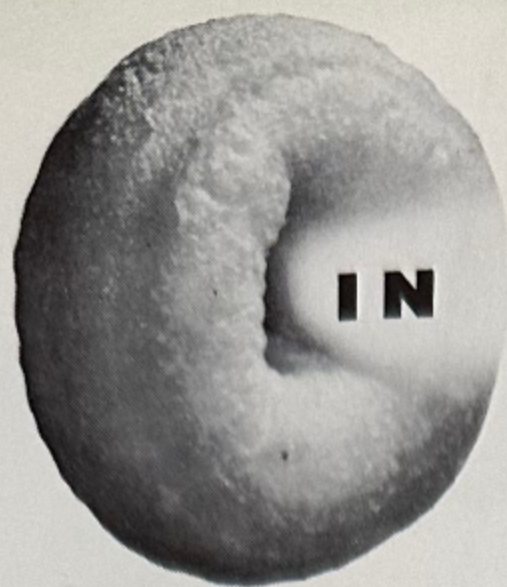


LUNCHEON NO. 5

Waffle with Ham
Chocolate Ice Cream Soda



THE HOLE



IN THE DONUT WAS MADE FOR
ICE CREAM

You've probably heard a lot of humorous and semi-humorous cracks about our old friend—the "hole" in the donut. Well, the headline above isn't a crack but it will fairly crackle with profit if you take the implied advice.

Donuts with Ice Cream—a swell tasting combination that spells extra sales. Feature it on your menu, suggest it to your customers. Serve the combination plain, garnish it with topping or try some of the "fancy fixin's" described here.

Start plugging those holes with Ice Cream and your store will begin getting "plugs" from customers who know good eating when they find it.

Here are some suggestions that will add appetite appeal to this delectable combination. . . .

FUDGE ALASKA DERBY

Cut sugared donuts in half, lengthwise. Place $\frac{1}{2}$ donut, sugared side down, on a serving plate. Cover with a good portion of Butter Pecan Ice Cream. On the Ice Cream place the other half of the donut, sugar side up. Cover with hot caramel fudge sauce.



BROWN DERBY

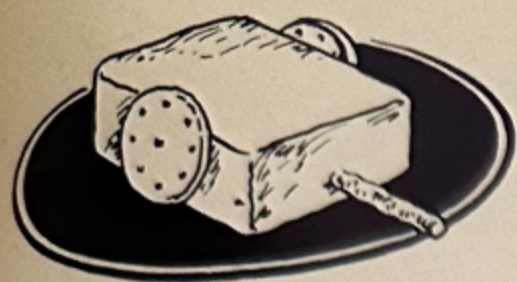
Place a generous portion of Vanilla Ice Cream on a donut. Cover the Ice Cream with chocolate fudge topping.

DONUT DELIGHT

Place a generous portion of Vanilla Ice Cream between the halves of a cut donut as shown. Cover the Ice Cream with chocolate fudge topping.



KIDDY KART CORNER -



KIDDY KART

Place a slice of brick Ice Cream on a flat dish. Stand vanilla wafers on each side for wheels as shown, and insert a pretzel stick for handle.



LITTLE BO PEEP MILK SHAKE

To $\frac{3}{4}$ ounce of syrup and 3 ounces milk add a small dipper of Vanilla Ice Cream. Blend on drink mixer. Serve with pretzel sticks.



SNOW WHITE

Place a small dipper of Vanilla Ice Cream in a saucer and top with a cherry. Serve with cookies.

"1950 - 1960, WILL BE THE CHILDREN'S DECADE"

—says *Parents Magazine*

Here is a huge market—more children now than ever before in our history—a host of children with wants and desires. Many of them may become your customers if you play up to this market. Make the children welcome in your store and happy in the service they receive.

Here's an idea that will please your young customers and their parents too, and will help you sell more Ice Cream. This idea has been successfully tried out in many stores and it has built a regular customer trade of children.

Provide a corner in your store with one or two low tables and small chairs, or a low counter and low stools for the children who come in for Ice Cream. Serve portions of Ice Cream on bright-colored dishes of plastic, glass, or paper.

Children love having a corner of their own with chairs and tables their size. It makes them feel important. Their behavior is better too, when they don't have to climb up on high stools and big chairs, disturbing the older people.

Mothers appreciate this arrangement, too. They like to have children's size portions and suitable menus served to their young children.

As the word gets around that your store is the one that provides a special service for children, more and more parents will send or take their children there for Ice Cream.

Remember, children are your present and your future market.



CIRCUS SUNDAE

Place a dipper of Ice Cream on a flat plate. Around the base of the Ice Cream place animal crackers. Pour an ounce of chocolate sauce over the top of the Ice Cream and place an elephant cracker on top.



ORANGE FIZZY - FUZZY

Place a spoonful of orange sherbet in a sherbet cup. Add orange juice and a little carbonated water. Garnish with a half slice of orange and serve with a peanut butter sandwich.



LITTLE JACK HORNER'S PIE

Cut a slice of pound cake in halves, on the diagonal. Place on one pie-shaped piece a small dipper of Ice Cream. Dot in raisins for plums.

KIDDY KART CORNER



Have you a selling menu?

Does your menu help increase your Ice Cream sales? Is it well-planned and balanced, easily-readable, well-written, clean-looking? Or is it something that looks as if it were just thrown together? As a medium of sales, the menu can stimulate equally as well as your backbar display or window signs.

The selling possibilities of your menu are not only varied but they are numerous. It acts as a salesman of all your Ice Cream services. As a selling force it requires considerable thought and planning and an understanding of the power of word suggestion. By the usage of the most descriptive and pointed words, you can arouse customer's interest. Plan your menu wisely and carefully so that when the customer picks it up his attention is drawn to it by its cleanliness, its descriptive phrases, and by the way in which the items are sequenced. This is the opportunity for your menu to do a selling job. It should be appealing to the eye and instantaneously stimulate the appetite. Don't let the customer waste his valuable minutes searching the menu. It should tell him quickly what he wants to know in the most effective way possible.

DIVIDE INTO SECTIONS

By dividing your menu into two sections, Ice Cream, and foods, your customer can easily find just that for which he is searching. For example, the left hand side of your menu can be used for your Ice Cream specials, with the right side for luncheon suggestions. Then divide and sub-head in departmental fashion your Ice Cream services into Sundaes, Ice Cream Sodas, Milk Drinks, and Banana Splits, etc., so that each is easily located. If you plan your menu in this manner, it will make it easier and more convenient for your customers to buy.

BLACK AND WHITE SUNDAE mellow full-flavored chocolate Ice Cream—topped with just the right amount of smooth fluffy marshmallow.

THE NATIONS MOST POPULAR HEALTH DRINK Malted Milk (in your favorite flavor) thick, smooth and extra rich—with Ice Cream—nourishes as it refreshes.

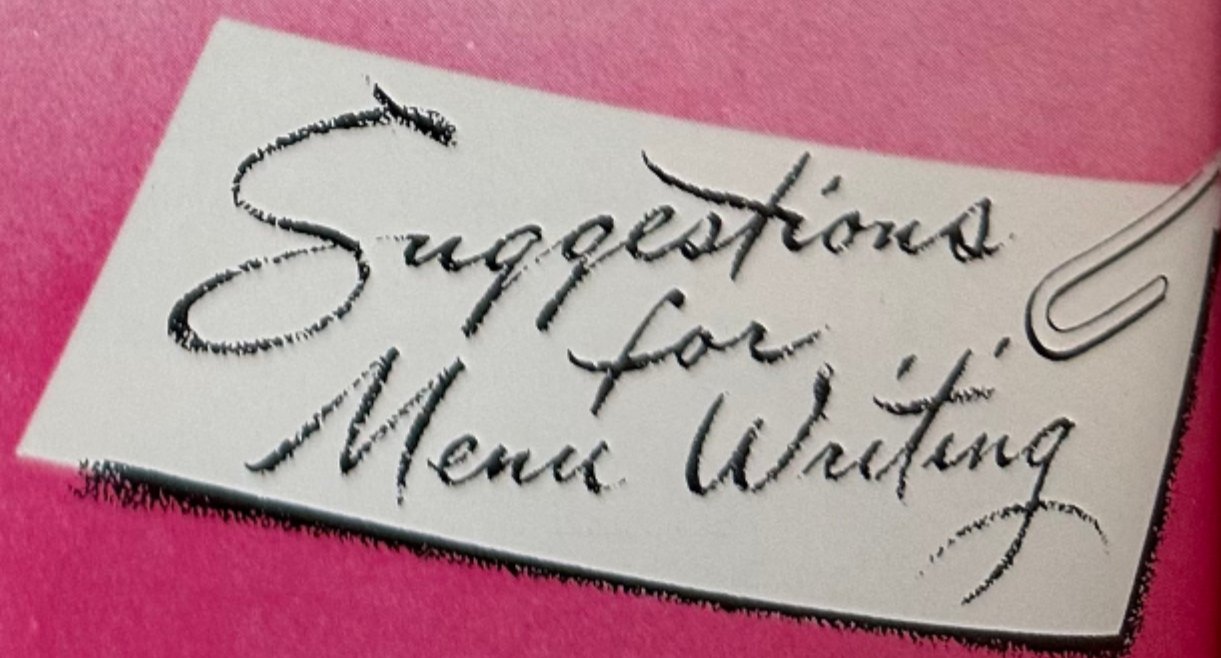
BANANA SPLIT (Truly a dish for a King or Queen)—whole ripe bananas—generous portions of Vanilla, Strawberry, and Chocolate Ice Cream covered with tasty fruits, nut meats, whipped cream and cherries.



Paint imaginative pictures by using descriptive words. Use words such as tangy, invigorating, scrumptuous, crispy, crunchy, ripe, juicy, tasty, smooth, mellow and many more. Colors are helpful in describing also—green lima beans, red ripe strawberries, golden crushed pineapple, and purple grapes. You can mention points of origin of many of your products, too—Hawaiian Pineapple, Texas grapefruit, California lemons, Florida oranges and Georgia peaches. The sectional name of preparation can suggest the deliciousness of certain dishes—Southern style, New England style, Country style.

By “balancing” your menu—we mean pricing the items in accordance with cost. Give your customers a money's worth portion—your prices must *attract not detract!!*

Build your reputation for fine foods and delicious Ice Cream combinations by serving quality products exactly as advertised. Make your menu a salesman!



BLACK AND WHITE SUNDAE a study in contrast—delight in every spoonful—chocolate Ice Cream and marshmallow topping—a pair which team up for a taste thrill.

LUNCHEON **MENUS** FROM AROUND THE COUNTRY

Baked or Broiled Smoked Sausage
Gravy
Buttered Cabbage — Whipped Potatoes
Roll — Butter

•
Chicken GIBLETS with Rice
Vegetable Salad
Cornsticks

•
Barbecued Sliced Pork on Open Bun
Mashed Potatoes — Brown Gravy
Sliced Tomatoes

•
Individual Pot Home-Baked Beans
Boston Brown Bread — Butter
Coffee

•
Cubed Smoked Ham en Casserole
Lima Beans
Hot Rolls — Butter

•
Diced Turkey a la King on Bed of
Noodles
Hot Roll Butter

•
Maryland Crab Cakes
French Fried Potatoes
Cole Slaw

•
Fresh Breaded Filet of Haddock
French Fried Potatoes
Cole Slaw

•
Breaded Pork Chop
Candied Sweets Pickled Beets
Corn Bread — Butter

•
Hollywood Hamburger on Toasted Roll
Sliced Tomato, Relish, Bermuda Onion
French Fries Cole Slaw

•
Deviled Smithfield Ham Omelet
French Fried Potatoes
Iceberg Lettuce
Rolls Butter

•
Cheese Omelet
Buttered Carrots
Peach Half—with Cottage Cheese

•
Sausage Cake and Candied Yam
Mixed Green Salad
Rolls & Butter

Baked Red Snapper a la Creole
Whipped Potatoes Summer Squash
Hot Biscuits or Cornbread

•
Braised Round Steak
Peas & Carrots
Rolls — Butter

•
Hot Meatloaf Sandwich
Shoe String Potatoes
Green Salad

•
Browned Corn Beef Hash
with
Fried or Poached Egg

•
French Fried Jumbo Fresh Shrimp
Shoe String Potatoes
Cole Slaw

•
Roast Tom Turkey
Dressing — GIBLET Gravy
Whipped Potatoes — Vegetable

•
Hot Turkey Sandwich—Open Faced
Whipped Potatoes

•
Roast Sirloin of Beef with Brown Gravy
Whipped Potatoes — Vegetable

•
Minced Chicken Croquette with
Cream Sauce
Whipped Potatoes — Green Peas

•
Individual Chicken Pot Pie
Cole Slaw

•
Browned Sirloin Steak with Gravy
French Fries
Kentucky Wonder String Beans

•
Salisbury Steak with Gravy
French Fries Cole Slaw

•
Fish and Chips
Tartar Sauce

•
Thin Hot Cakes
with
Little Pig Sausages

•
Fresh Ham Steak
Baked Beans Cole Slaw
Corn Bread

•
Chicken Fried Steak with Onion Sauce
Whipped Potatoes String Beans
Rolls & Butter

Braised Tender Veal Cubes
Buttered Egg Noodles
Tomato Gravy
Hot Corn Muffin or Corn pone

•
Split Hot-Tamale
With Chile and Beans

•
Breaded Filet of Haddock
Boiled Potatoes — Cole Slaw
Rolls & Butter

LUNCHEONS FEATURING DAIRY PRODUCTS

•
Swiss Cheese on Rye Bread
Sliced Tomato — Potato Salad
Strawberry Milk Shake

•
Cream of Corn Soup
Salmon Salad Sandwich
Pickle Chips
Raspberry Ice Cream Soda

•
Fruit Salad with Cottage Cheese
Buttered Raisin Toast
Chocolate Milk Shake

•
Cream of Tomato Soup
Ham Salad Sandwich
Chocolate Sundae

•
Chefs Salad Bowl
Whole Wheat Roll — Butter
Milk
Fresh Strawberry Sundae

•
Tomato Stuffed with Cottage Cheese
Toasted Crackers
Cherry Pie a la Mode

•
Cream Cheese and Olive Sandwich
Tomato Slices — Potato Chips
Butterscotch Nut Sundae

•
Egg Salad Sandwich
Cole Slaw — Pickle Slice
Strawberry Shortcake with Ice Cream
Milk

•
Toasted Cheese Sandwich
Potato Chips — Carrot Strips
Orange Pineapple Ice Cream Soda

STRAWBERRY SHORTCAKE WITH ICE CREAM

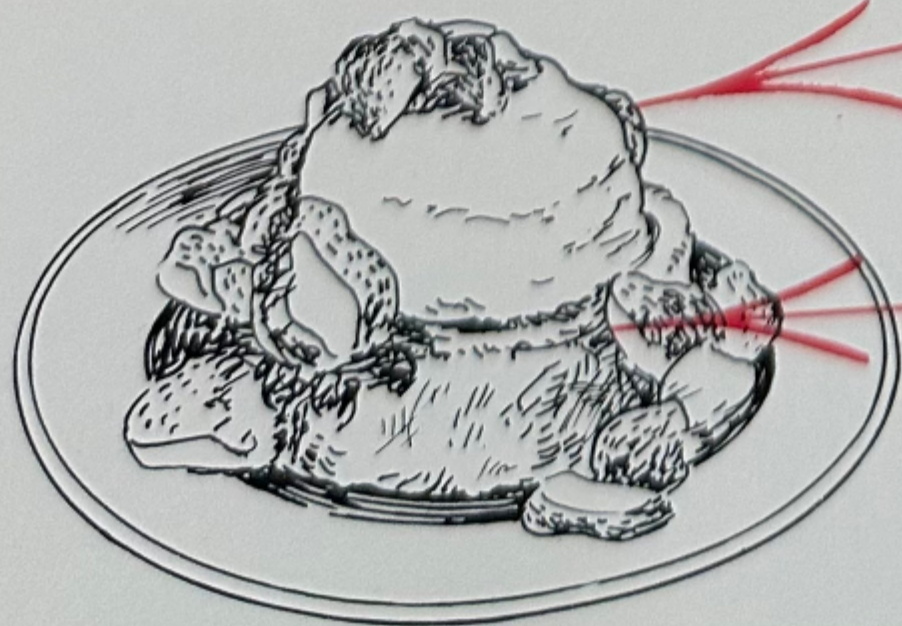
WITH SPONGE CAKE



Ingredients:

Vanilla Ice Cream
Sponge cake Mary Ann or Dessert Shell or Dessert Cup, or
Hostess Cup Cakes
Sliced Fresh Strawberries or Sliced Frozen or Crushed Straw-
berry Preserves

Procedure: Place on a clean small sized plate a sponge cake, Mary Ann or dessert shell or dessert cup. Top with one #20 dipper of vanilla Ice Cream. Cover with 1 1/2 ounces of sliced fresh strawberries or sliced frozen strawberries or crushed strawberry preserves.



FUDGE SHORTCAKE WITH ICE CREAM

WITH SPONGE CAKE



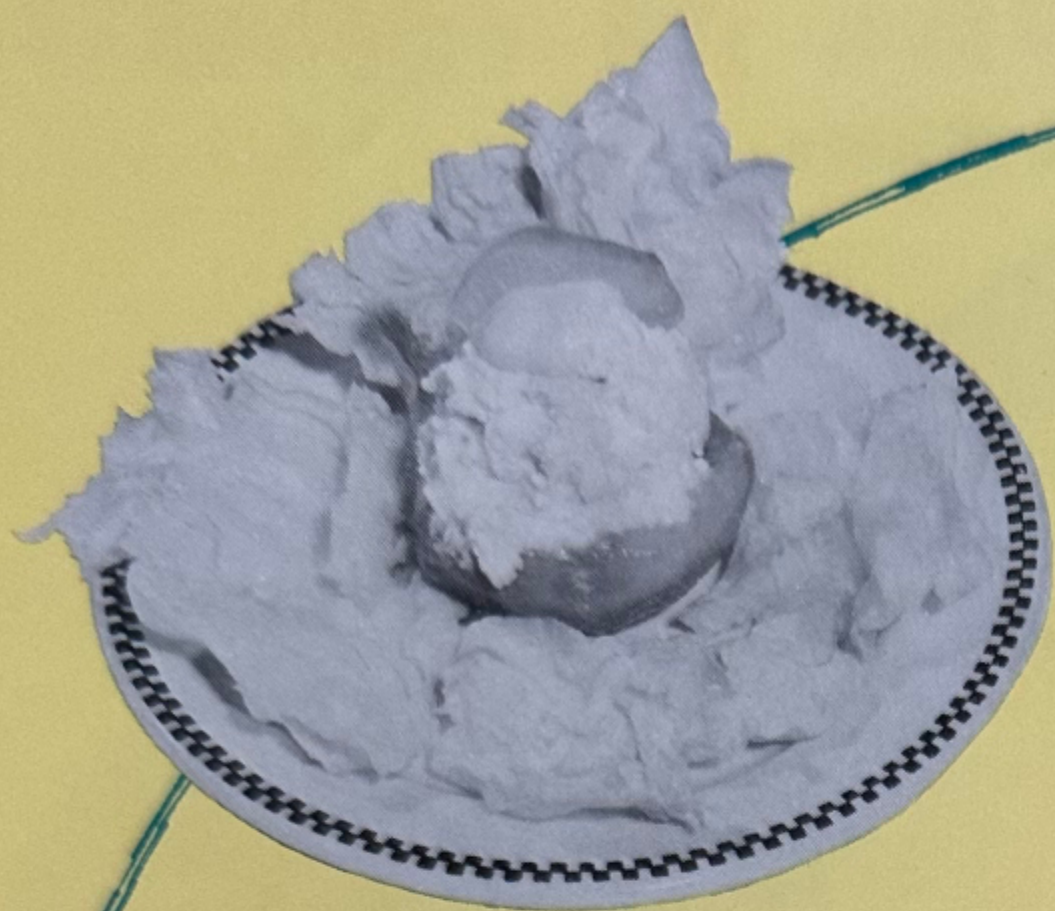
Ingredients:

Vanilla Ice Cream
Sponge Cake Mary Ann or Dessert Shell or Dessert Cup, or
Hostess Cup Cakes
Chocolate Fudge

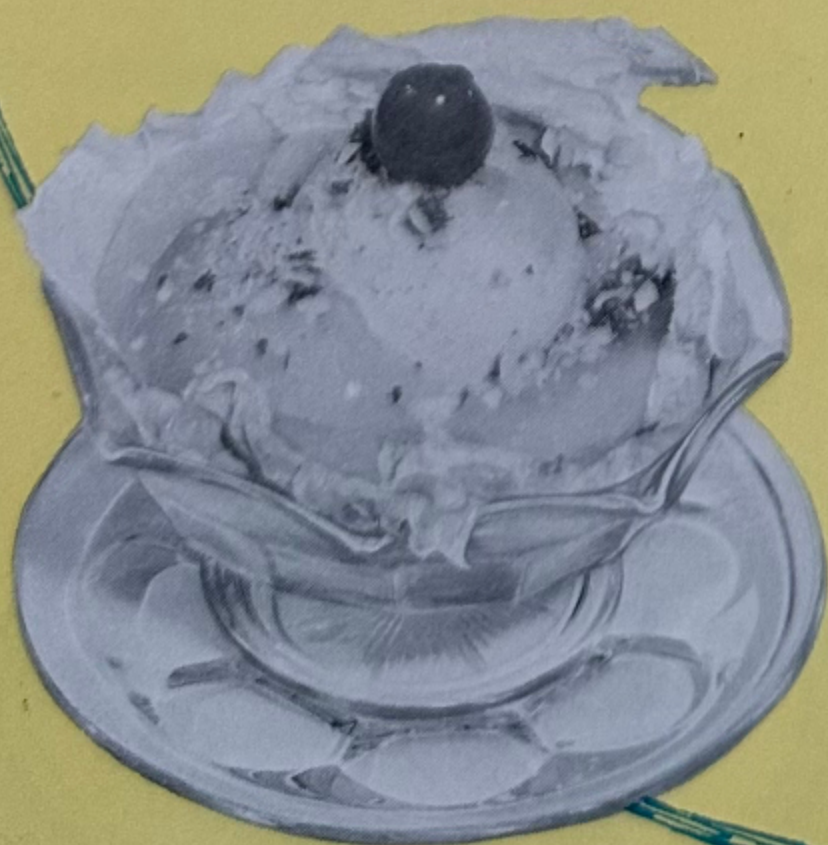
Procedure:

Place on a clean small sized plate a sponge cake, Mary Ann or dessert shell or dessert cup. Top with one No. 20 dipper of Vanilla Ice Cream. Cover with 1 1/2 oz. of fudge.





Salads



Salads

THE RAINBOW OF THE LUNCHEONETTE

Take the rich red color of a slice of tomato, the orange hue of a diced carrot, the deep vibrant green of chopped pepper, the pale whiteness of a slice of apple, the delicate emerald of a piece of crisp celery—take this tantalizing, appealing, eye-catching rainbow, couch it in the protecting folds of fresh tender lettuce, place it in a sparkling glass bowl or a clean wooden bowl, put the bowl in a bed of chipped ice and . . .

Watch your customers go for those salads!

VARIED APPEAL

A salad has everything that attracts customers. The appeal of color, the healthful benefits of the vitamins and minerals in fruits and vegetables, a clean tempting appearance and a price that's within the reach of everybody. A salad goes well with an Ice Cream soda and a salad and a sundae make a satisfying meal.

The ingredient costs of a salad are moderate and each salad returns a substantial profit. You can't go wrong by serving salads at your soda fountain or luncheonette.

FRESHNESS—GOOD DRESSING

The first essential of a salad is freshness—so prepare only enough to provide for an estimated demand. If more are required you can make them as needed. Don't destroy the taste of a fresh appetizing salad with a poor

dressing. Use only the best ingredients in preparing your dressings or mayonnaise and offer as large a variety as possible. French, Mayonnaise, Thousand Island, Russian and Lemon Dressing are all favorites. A fruit salad usually calls for a sweet dressing; vegetable, meat and fish salads require a tart dressing.

If it is possible set aside a special section for salads and display them on chipped or cracked ice. You can also display a large salad bowl from which individual salads are served. Be certain to provide various sized spoons, ladles and dippers to control portions, so that you insure a profit on each salad.

Planning ahead makes it possible for you to get the best out of each season, and helps control costs. Make a list of the vegetables and fruits in each season and plan to use those that will be available.

Remember that while decorative effects attract customers, too many frills can increase cost and slow down service. Make your salads attractive but use common sense as a guide.

The variety of salads you can prepare is limited only by your own ingenuity. There are literally hundreds of different salads that look well, eat well and sell well. You'll find a number of suggestions in the following pages.

HOW TO MAKE THE SALADS SHOWN ON THE OPPOSITE PAGE

STUFFED TOMATO SALAD

Cover a dinner plate with crisp lettuce leaves. Carve out the center of a medium size (not too ripe) tomato. Chop the pieces of tomato and mix with equal portions of chopped celery to which has been added a little mayonnaise. Fill the cavity with this mixture. Top with radish slices.

Variations

Tomato may be stuffed with Chicken Salad, Shrimp, Tuna, Salmon or Crabmeat salad. Garnish the plate with hard boiled egg quarters, dotted with mayonnaise over which paprika is sprinkled lightly.

PEACH MELBA-COTTAGE CHEESE SALAD

On a salad or pie plate, place a lettuce leaf. On this place a half peach. Into the center of the peach put a scoop of cottage cheese. Dot the cheese with salad dressing. Sprinkle with melba sauce and decorate with a slice of peach.

FRUIT SALAD BOWL

Into an Ice Cream bowl or round dish, place a lettuce leaf and add ½ cup shredded lettuce. Arrange on this a combination of fresh orange sections, grapefruit sections, sliced apples and sliced peaches, or any similar assortment of fruit. Top with a #24 dipper of fruit sherbet or fruit ice. Stand four thin slices of

cantaloupe around the edge of the salad with points toward the sherbet ball.

GEORGIA BELLE SALAD

Into an Ice Cream bowl or round dish, place a crisp lettuce leaf. Add a serving of sliced peaches, top with Peach Ice Cream, sprinkle with chopped nuts, garnish with a Cherry. Whipped cream garnish may also be used if desired.

SALMON SALAD BOWL

On a bowl of fresh greens consisting of pieces of lettuce, chicory, watercress and spring onions mixed with french dressing, lay large flakes of salmon and egg slices. Arrange egg slices and sliced cucumbers alternately around edge of bowl. Trickle a little french dressing over top, and dust lightly with paprika.

Tuna fish or sardines may be used in place of salmon.

GARDEN SALAD

Toss lightly with french dressing, a mixture of chopped greens, such as lettuce, water cress, endive, romaine or whatever is available, sliced spring onions, sliced tomato, sliced radishes, celery and cucumbers. Arrange in an individual salad bowl, keeping loose to carry out the "tossed" effect. Arrange slices of cucumber around the edge for garnish. On top lay an egg slice and decorate with thin carrot strips. Pour a small amount of french dressing over all.

Avocado, Lettuce and Shrimp Salad

Cover a salad bowl in border fashion with crisp lettuce leaves. Place two wedges of crisp iceberg lettuce in bottom. Over the lettuce place a slice of avocado. Top with cooked shrimp—two slices of hard boiled egg and one tomato slice. Cover with mayonnaise or serve a small ramekin of French dressing to which has been added a shot of tabasco sauce.

Avocado Crabmeat Salad

Into a salad bowl place a bed of shredded cabbage over a crisp lettuce leaf. Top with a scoop of crabmeat surrounded with slices of avocado. Cover with mayonnaise.

Banana Cheese Nut Salad

Cover a Banana Split Dish with a cool, crisp lettuce leaf. Split a full, ripe banana and place over lettuce. Cover the banana lightly with salad dressing. In center place a scoop of cottage cheese. Sprinkle with chopped nuts and top with a cherry. Serve with wafers.

Combination Vegetable Salad

In a salad bowl place some shredded cabbage. Add cooked string beans, julienne carrots, peas and pickled beets . . . two slices of tomato and asparagus spears. Sprinkle with French dressing.

Fruit Salad Mold

FRUIT SALAD:

Dice equal parts of fresh apple, orange and canned pineapple to make 1 quart, add 2 diced bananas, $\frac{1}{4}$ pound sliced seedless white grapes, 10 chopped maraschino cherries.

On a pie plate arrange a nest of crisp lettuce leaves. In the center place a #16 dipper of fruit salad prepared as above. Sprinkle with French dressing and top with whipped cream and a cherry.

Fruit Salad Plate

Cover a dinner plate with crisp lettuce leaves. Make a ring of four half slices of fresh or canned pineapple. Into the center of this ring place a mound of fresh fruit salad composed of sliced banana, chopped or sliced cherries, orange slices and melon balls, grapefruit sections, or a similar combination of fruits, using what you have available. Top with a cooked prune. Pour French dressing over all.

Julienne Salad

Into a salad bowl place a mixture consisting of lettuce, endive, shredded radishes, sliced greenpeppers, chopped celery, watercress and tomatoes—sliced or quartered. Over all spread thin julienne slices of any of the following: cold ham, tongue, chicken, turkey or roast beef. Serve with French dressing.

Orange and Plum Cheese Salad

Over a bed of shredded cabbage, place a scoop of cottage cheese and dot in four places with pimento. Alternate with a border of orange slices and seeded Italian plums. Serve French dressing in ramekin on the side.

Pear and Cottage Cheese Salad

On a bed of shredded lettuce place a scoop of cottage cheese. Over the cheese place two halves of pear—one half on each side—cavity side down. Make a special dressing by combining $\frac{1}{3}$ pear syrup with $\frac{2}{3}$ salad dressing. Lightly cover the entire salad with this dressing.

On each side of the cottage cheese mold place a whole seeded cooked prune. Serve wafer on side.

Prune Pineapple Cottage Cheese Salad

On a bed of shredded lettuce place a slice of pineapple. Top with a scoop of cottage cheese. Over the cheese sprinkle crushed pineapple and decorate with pitted prunes. Serve salad dressing in ramekin. Wafers on the side.

Seashore Salad

Cover the bottom of a salad bowl with shredded lettuce. Add pieces of tuna and crabmeat. Surround with four cooked shrimps. Garnish with two asparagus tips. Serve lemon and French dressing in ramekin. Add a dash of tabasco sauce to the dressing.

Waldorf Salad

Combine 2 parts chopped fresh apples with 1 part chopped celery and nutmeats. Mix with cooked, semi-sweet salad dressing. Serve in mound on crisp lettuce leaf and decorate with maraschino cherry.

Fisherman's Salad Bowl

Into a salad bowl place chopped salad greens. Top with lumps of salmon—tuna—shrimp or lobster. Serve French dressing.

LUNCHEON PLATES

My Lady's Luncheon

Place raisin bread French toast on dinner plate with mold of fresh fruit salad in lettuce cup. Garnish with pickled watermelon rind.

Hot Dog Luncheon Plate

Place hot baked beans over Boston brown bread and a hot dog (boiled or broiled) on each side. Top the beans with a spot of Tomato Catsup.

Hot Dog and Potato Salad Luncheon Plate

Place a mold of potato salad on a crisp lettuce leaf with hot dog on each side. Garnish with pickle slices and serve mustard.

Love Apple Salad Plate

consists of a tomato stuffed with a mixture of chopped celery and tomato, surrounded with thin slices of assorted cold cuts. Serve salad rolls.

Special Cold Plate Salad

consists of assorted cuts of liverwurst, cheese, boiled ham and slice of chicken with mold of potato salad in center on crisp lettuce leaf. Garnish with pickle slice.

Assorted Salad Plate

consists of scoop of each of the following salads on crisp lettuce: tuna, ham, and chicken. Surround with potato chips. Serve salad rolls and butter.

Lavender Lady Fruit Salad

consists of sliced oranges, bananas, pineapple. Surround with three whole stuffed prunes. Sprinkle with grated cheese; top with whipped cream and decorate with a stem cherry.

Old Virginia Salad Plate

consists of potato salad in center over crisp lettuce leaf—two thin slices of Smithfield baked ham, two slices of tomato. Garnish with pickle slices. Serve ramekin of mustard and tea biscuits.

DEFINITIONS OF SODA FOUNTAIN TERMS

ADES—Drinks containing the juice of citrus fruits, sweetened, to which plain or carbonated water is added.

A LA CARTE—A meal in which each dish is paid for at a specified price. Used to distinguish from table d'hôte.

A LA MODE—Ice Cream on top of pie, pudding, doughnuts, etc.

AU GRATIN (*o gra tan*)—Usually a scalloped dish, with a browned covering or crust of bread crumbs often mixed with butter or cheese.

BAUME—The density of syrup. The number of units of sugar in a unit volume of liquid.

BON-BON—Similar in type to a sundae. Usually made in a 6 or 7 ounce fancy stem glass. Candied fruit in bottom of glass, a combination of Ice Cream, Sherbet, flavor or fruit.

BOWL—Often applied to Ice Cream bowl—also salad bowl, fruit bowl, nut bowl, etc.

BRAISED—Lightly stewed in a covered kettle.

CHARLOTTE RUSSE—Sponge cake filled with whipped cream or whipped cream slightly sweetened and flavored, surrounded by lady fingers and served in mold in which formed.

COLLEGE ICE—This name was given to a sundae in a college town and was originally applied to sundaes topped with whipped cream.

COOLER—A drink made of fruit or fruit flavors in combination with ice, carbonated or plain water and topped with sherbets. Frequently made up complete and dispensed from punch bowl, adding ice and sherbet.

COUPE—Sherbets served in a short, stem glass, covered with fresh fruits and whipped cream.

CRIMP SUNDAE—Any sundae made in a crimp glass.

DIPPER PAD—A cellulose pad placed next to dipper well on which to tap Ice Cream dippers, to remove water before dipping into Ice Cream.

DOUBLE SUNDAE—The same flavor Ice Cream and same flavor topping—as for example Chocolate Ice Cream and Chocolate topping.

DRESSINGS—Applied to any syrup, jam, jelly, marshmallow, nuts, fruits or mixtures of the same, intended to pour over Ice Cream, or sherbets.

EGG PHOSPHATE—A glass of carbonated water in which have been scientifically blended flavor, acid phos-

phate and an egg. All phosphate contain acid phosphate.

FILET—A boneless piece of meat or fish.

FIZZ—Originally applied to tart drinks to which were added powdered sugar to give the fizzing effect. Many egg drinks of different kinds are called by this name.

FLAMBEAU—Ice Cream in combination with either cake or fruit with burning brandy sauce poured over it in sight of customer. Sauce served from flaming casserole.

FLOAT—An ade, freeze, rickey, milk shake or other drink, on the top of which fruit ice, sherbet or Ice Cream is floated.

FRAPPE—Frozen or partly frozen fruit juices. It is applied to whipped combinations of Ice Cream—syrup—fruits—nuts and whipped cream.

FREEZE—Usually fruit combinations with carbonated water in which a large portion of shaved or cracked ice is used. Also drinks made by whipping sherbet, flavor and water.

FROSTED CHOCOLATE—Another name for a chocolate milk shake made with Ice Cream.

FROSTED SODA—Usually an Ice Cream soda made in a glass which has been frosted by refrigeration.

FROSTY—A milk shake made with sherbet or fruit ice.

GARNISH—Something laid on or about food as a decoration.

GLACE (*glä say*)—Frozen or iced fruits, nuts, etc. Drinks with an overlay of fruits or nuts, usually made very cold by the use of ice. Also applied to sundaes on which glossy surfaced fruits and sugared nuts are served.

ICE CREAM—A bodybuilding, energy giving nutritious and delicious food.

ICE CREAM SODA—A combination of fruit syrup or other flavor, Ice Cream and carbonated water.

JULIENNE—Vegetables, served in soups or salads. Potatoes or meat cut in long thin strips.

MARASCHINO—Usually applied to a "decorating cherry," flavored in Maraschino Syrup—but not always in the "genuine" flavor.

MELBA—Originally applied to servings of whole fruits with Ice Cream between—covered with a Melba Sauce.

MOCHA—A superior flavor of coffee. Denotes flavor of an Ice Cream drink

where coffee syrup is used in its composition. Sometimes a combination of coffee and chocolate flavors.

MOUSSE—A delicate frozen composition of whipped cream, whites of eggs, sugar, flavor or fruits. Also applied to fancy sundaes overcharged with whipped cream (sweetened).

NEWPORT—Ice Cream—under which is placed either cake—whole or crushed fruit—or syrup and over which is poured fruit, nuts or toppings and garnished with whipped cream—chocolate shot or colored candy shot.

PARFAIT—Originally used to denote semi-frozen Ice Cream. Applied now to a serving of Ice Cream—fruits—flavor—nuts and whipped cream, sometimes whipped to represent semi-frozen consistency—made more ornamental by layering different assortments of the things mentioned.

PETIT FOURS—Small, dainty cakes served with Ice Cream or sherbet.

PHOSPHATE—Applies to drinks made with carbonated water, flavor and acid phosphate. Should not be used with "still drinks."

PUFF—Ice Cream in eclair or cream puff shells with various kinds of dressings and nuts.

RICKEY—Similar to an Ade made with carbonated water.

ROYAL—Applied to unusual Ice Cream combinations—generally those in which sliced fruit covers the bottom of the dish, and is topped with Ice Cream, fruits, toppings, nuts, etc.

SAUTED—Fried lightly and quickly with little grease and often a little water added.

SHAKES—Originally applied to any drink that was shaken to mix it. Now applied to milk drinks made with Ice Cream, and mixed on drink mixer.

SODA—Usually accepted at the soda fountain to mean "Ice Cream Soda."

SUNDAE—A portion of Ice Cream over which one or more dressings of syrups, fruits, nuts, or other toppings are poured.

TORTONI—Fancy Ice Creams in fancy individual paper cases.

TULIP SUNDAE—A sundae made and served in a glaze tulip dish.

TWIN SUNDAE—A two-in-one method of making a sundae. Two molds of Ice Cream alongside one another in the same dish and topped with the usual sundae materials.

SHOPPERS SPECIALS

ON THESE PAGES WE HAVE ASSEMBLED VARIOUS COMBINATIONS FOR LUNCHEONETTE AND SODA FOUNTAIN SERVICE. ALL ARE DEVELOPED FROM SIMPLE EVERY DAY ITEMS ON YOUR MENU—AND THOSE SUGGESTED HAVE PROVED POPULAR IN ACTUAL USE AT MANY



Chicken or Turkey Salad Sandwich

- Milk Shake or Sundae

Mix finely cut chicken or turkey with an equal measure of finely diced celery. Add enough mayonnaise to make good spreading consistency. Add additional salt and pepper if needed. On a slice of bread, spread enough salad mixture to cover well. Spread another slice of bread with mayonnaise—or butter. Cover with lettuce leaf, and place over salad covered bread. Cut in half. Serve on salad plate.



Open-faced Hot Turkey Sandwich

Cranberry Sauce

Gravy

- Sundae or Ice Cream Soda

On a dinner plate, lay two slices white bread. Cover bread with sliced turkey, and pour over a ladle of gravy. Serve a ramekin of Cranberry sauce at one side on plate. Garnish with a sprig of parsley.

MILK SHAKE or MALTED MILK Chocolate • Vanilla— Root Beer—Coffee



FEATURE THESE COMBINATIONS WITH THE STAPLE ICE CREAM ITEMS SUGGESTED



Chili Con Carne with Crackers

- Milk Shake or Dish of Ice Cream

Serve usual recipe of chili con carne in soup bowl with individual glassine bag of crackers.



Cottage Cheese Salad

Potato Chips

Lettuce and Tomato Sandwich

- Sundae or Ice Cream Soda

Lay a lettuce leaf in center of a dinner plate. On this, place a No. 16 dipper of cottage cheese. Cover with a spoon of either French Dressing or Mayonnaise. For color—garnish with thin strips of green pepper and pimienta. Place one-half a lettuce and tomato sandwich—cut diagonally—on opposite sides of plate.

DISH of ICE CREAM with Christmas Cookies PIE A LA MODE CAKE or PUDDING ALA MODE



using staple combinations

STORES. THE "BIG THREE" AT THE SODA FOUNTAIN, THE SUNDAE, THE ICE CREAM SODA, AND THE MILK SHAKE ARE THE BASIS OF ALL THESE SUGGESTIONS—THEY SELL THE LUNCHEON! USE THEM TO BRING PEOPLE IN TO BUY!

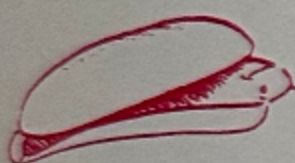


Egg and Olive Salad Sandwich

A Nut Sundae or Ice Cream Soda

- 12 Hardboiled Eggs • 1½ Cups Diced Celery
- ¼ Cup Thinly Sliced Stuffed Olives
- ½ Cup Salad Dressing
- 1½ Teaspoons Worcestershire Sauce
- 1½ Tablespoons Lemon Juice • Salt and Pepper

Remove shells from eggs. Chop eggs, but not too fine. Add diced celery, olives, dressing and seasoning. Season to taste with salt and pepper. Use two slices either white or whole wheat bread, mayonnaise and a lettuce leaf on one slice—filling on the other slice. Cut into 4 diagonal pieces. Serve on dessert plate.



Frankfurter on Toasted Bun

• Sundae or Pie a la Mode

Split long buns lengthwise. Toast and spread lightly with butter. Insert frankfurter between two halves. Spread with mustard or relish.

FEATURE THESE COMBINATIONS WITH THE STAPLE ICE CREAM ITEMS SUGGESTED



Creamed Chicken or Turkey on Toast

• Ice Cream Soda or Cake a la Mode

Make creamed chicken or turkey in usual manner. Place a slice of toast on a salad plate. Cover with a generous spoonful of the creamed mixture. Sprinkle with paprika, and garnish with a sprig of parsley.

Brown Bread Ketchup

Baked Beans

Cole Slaw

Sundae or Dish of Ice Cream with Cookies

On a dinner plate, lay two slices of Boston brown bread. Cover each slice with a generous portion of hot baked beans. Top each with a strip of bacon or a thin well-browned slice of salt pork. Serve a ramekin of ketchup on side of plate.

ICE CREAM SODAS

- Chocolate • Root Beer
- Strawberry • Maple

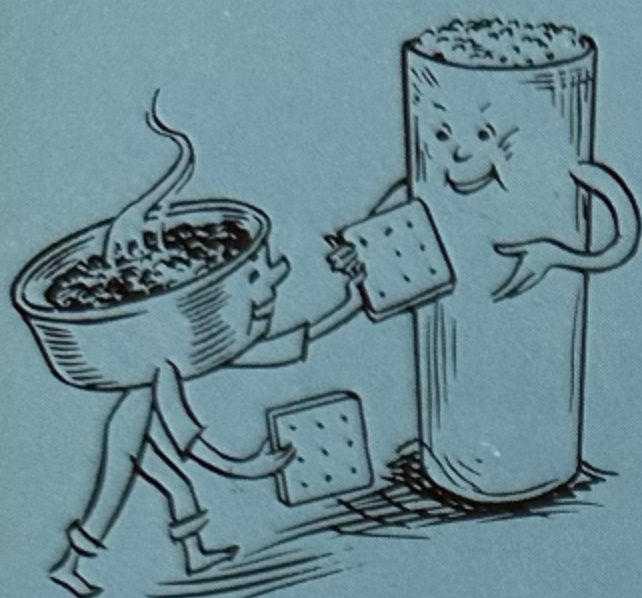


SUNDAES

- Hot Fudge • Chocolate Nut
- Hot Butterscotch • Fruit Salad
- Strawberry • Fudge Nut



LUNCHEONETTE COMBINATIONS THAT APPEAL AND INCREASE THE CHECK AVERAGE



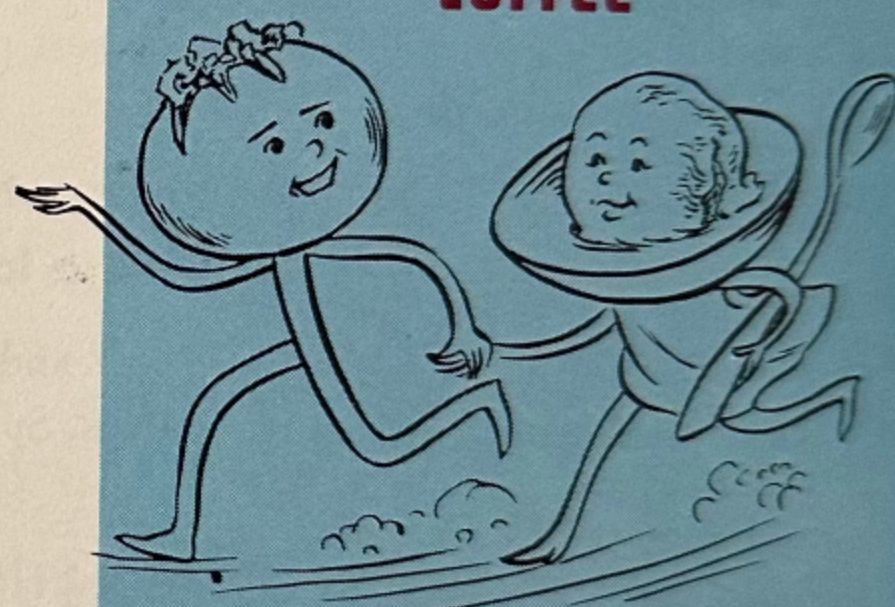
**CHILI - CRACKERS -
MILK SHAKE**

Here are pictured in whimsical fashion some suggestions for the luncheonette combinations which sell food and Ice Cream. These are selected for their use of foods commonly found at the soda fountain or luncheonette department as well as for the taste appeal which will give satisfaction to the purchaser.

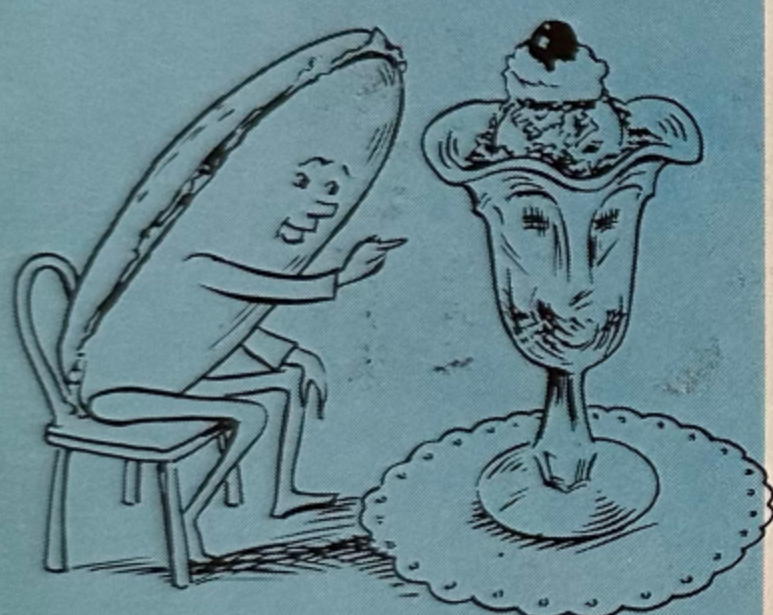
Combinations help the customers make up their minds—speed service and if properly served make many sales to satisfied customers.



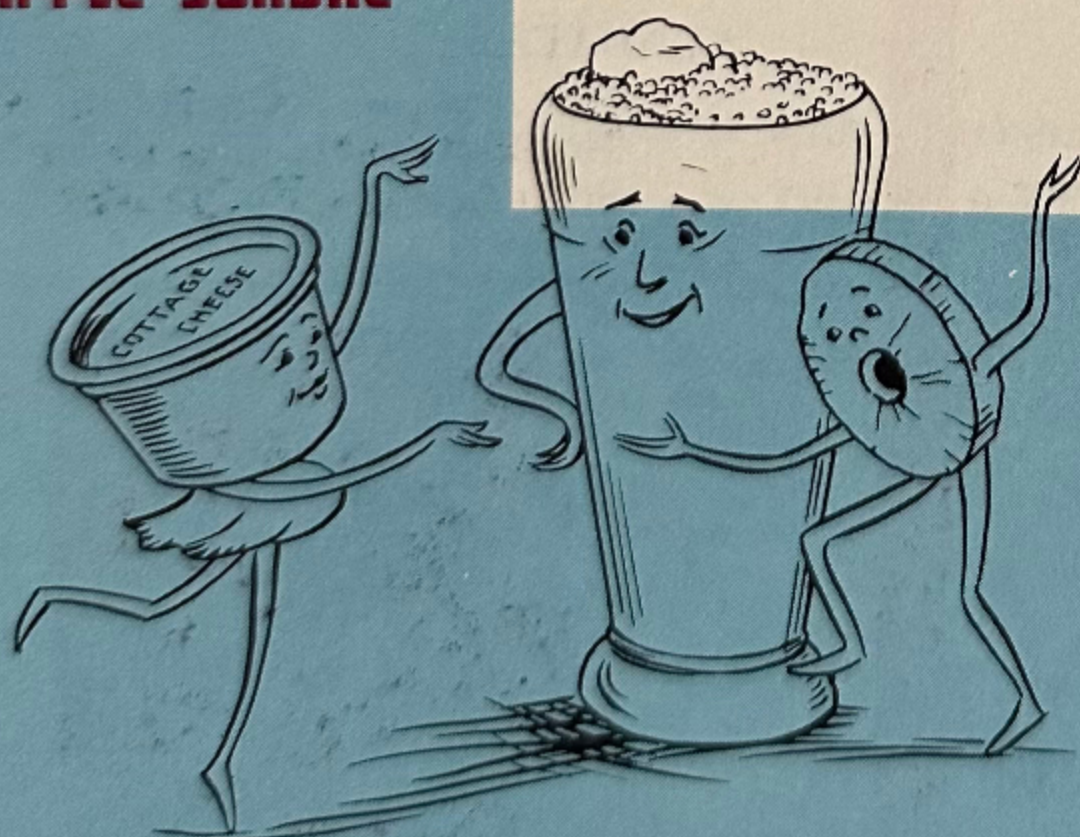
**BAKED BEANS - BROWN
BREAD - PINEAPPLE
ICE CREAM SODA -
COFFEE**



**TOMATO STUFFED WITH
TUNA - TOAST AND
BEVERAGE - DISH OF
ICE CREAM**



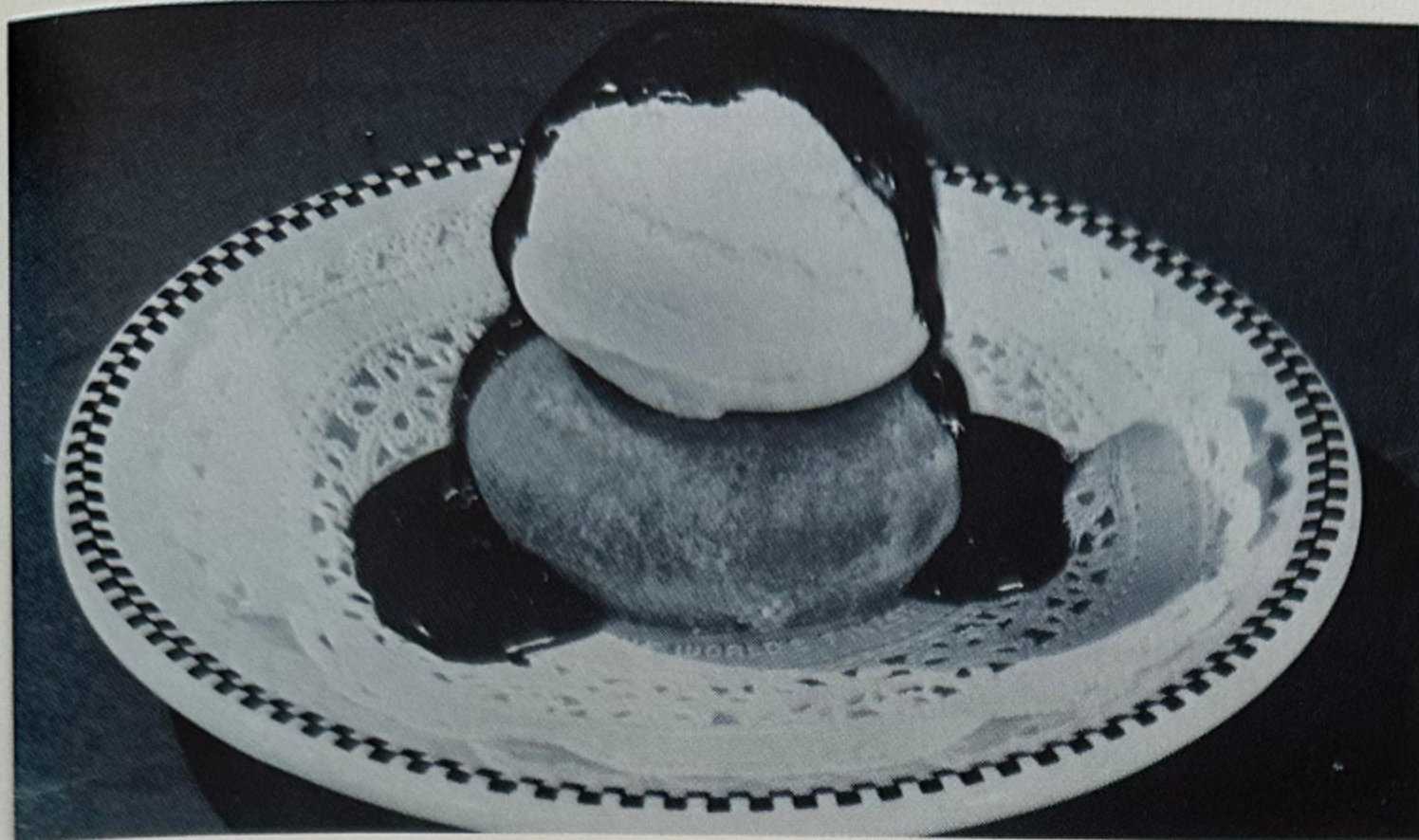
**FRANKFURTER ON ROLL -
PINEAPPLE SUNDAE**



**COTTAGE CHEESE & PINEAPPLE SALAD -
CHOCOLATE ICE CREAM SODA**



**HAM SANDWICH - COFFEE -
STRAWBERRY SUNDAE**



a la mode

means

with ice cream

DONUT A LA MODE

Place one doughnut on a pie plate. Top with a #24 dipper of Vanilla Ice Cream and cover with 1 ounce of Hot Fudge.

FUDGE ALASKA DERBY

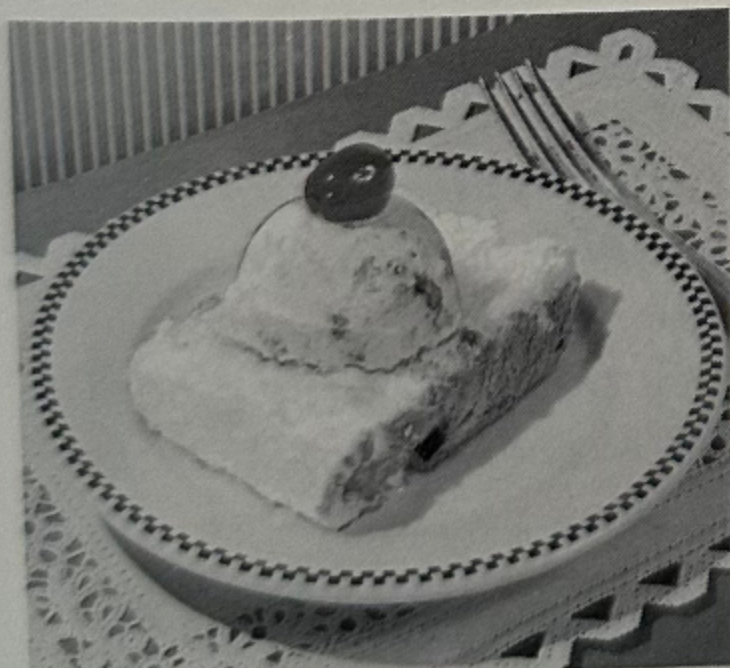
Ingredients: Sugared Donuts, Buttered Pecan Ice Cream, Hot Caramel Fudge Sauce.

Procedure: Cut sugared donuts in half, the long way. Place $\frac{1}{2}$ donut, sugared side down, on a serving plate. Cover with a good portion of Butter Pecan Ice Cream. Place, on this, the other half donut, sugar side up. Cover with a portion of hot caramel fudge sauce.

STRAWBERRY CAKE SUNDAE

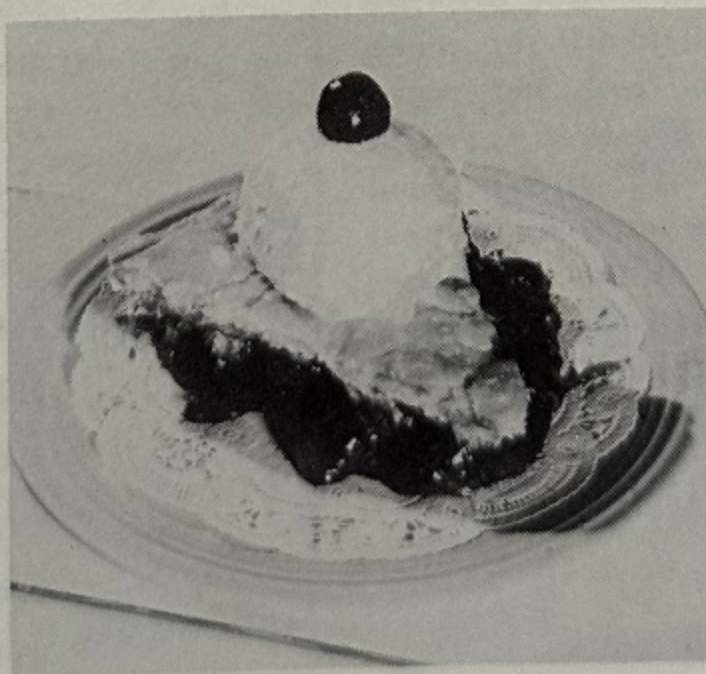
Ingredients: Sponge or Angel Food Cake • Strawberry Ice Cream • Crushed Strawberries • (Preserved, canned, frozen or fresh) • Whipped Cream

Procedure: Cut a thin layer of Sponge or Angel Food Cake into about 3" squares or rounds. Place in round dish or on a plate. Top with a good size portion of Strawberry Ice Cream. Surround with strawberries and garnish with whipped cream and decorate with a whole strawberry.



A LA MODE ANGEL FOOD WITH ICE CREAM

Place a portion of Ice Cream either dipped or spooned over a slice of angel food cake. Top with hot chocolate or butterscotch fudge.



A LA MODE PIE WITH ICE CREAM

Actually sells more pies and gives greater taste satisfaction to the consumer. It brings out the fruit or flavor of the combination.



A LA MODE CHERRY COBBLER WITH ICE CREAM

Spoon or dip the Ice Cream. For added flavor and appearance, hot or cold cherry syrup may be added over the Ice Cream.



1. A good coffee brew demands adequate measurements of roasted coffee. Nothing lends a greater coffee flavor to a brew than coffee itself, and the practice of watering down a brew accounts for 90 per cent of all second-rate coffee served to an indignant public. For a truly full-bodied brew, the proportions of one pound of ground coffee to each two gallons of water are recommended.

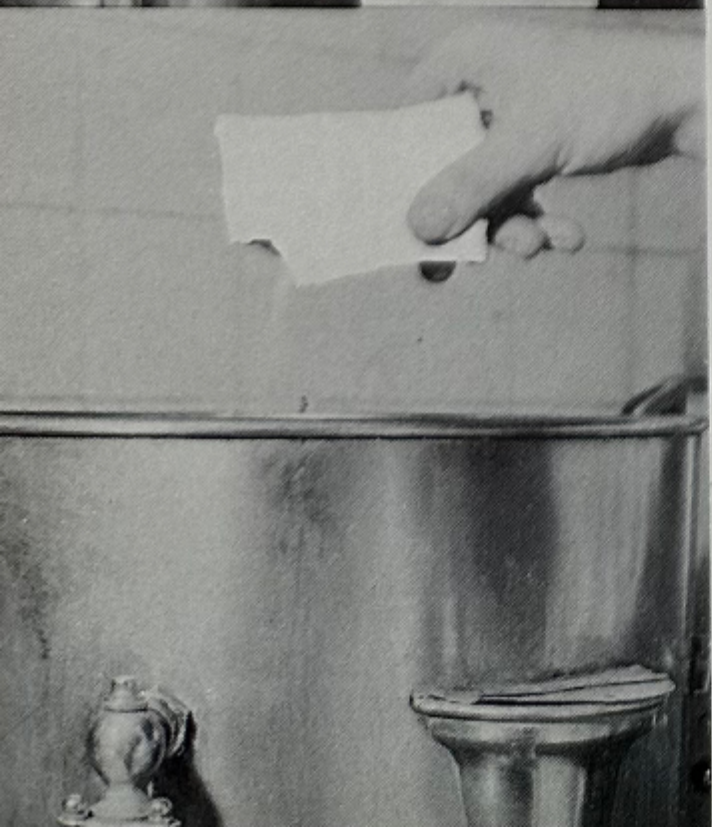
LET'S MAKE GOOD COFFEE . . .



2. Accurate measurements of coffee mean nothing without accurate measurements of water. Start with freshly drawn cold water and bring it to a quick boil. Water that has boiled for a long time has a flat taste that can be imparted to any brew in which it is used. Make fresh batches of coffee frequently, as the brew loses both flavor and aroma when permitted to stand for long periods. Keep at serving temperature (about 185 degrees). Overheating or cooling and reheating is harmful to flavor.

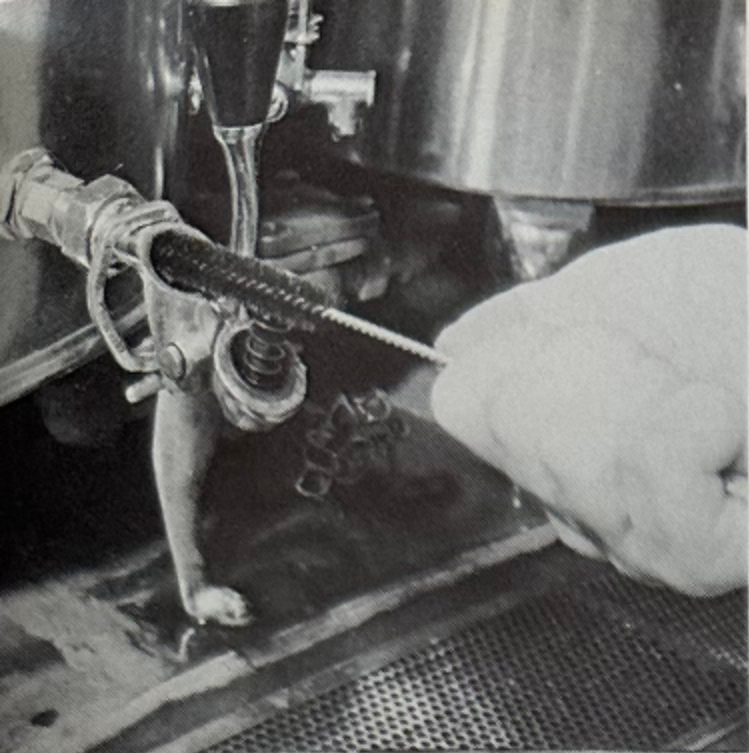


3. Care of the equipment is all-important. Daily cleaning should be routine. After coffee brewing is completed, partly fill the crock of the urn with fresh hot water and thoroughly brush it out with a long-handled, stiff-bristled brush. Drain the water and repeat the procedure. If the urn is not going to be used again immediately, leave several gallons of water in the crock.



4. Twice a week do this: Fill outer jacket of urn $\frac{3}{4}$ full of water and turn up the heat. Partly fill crock with water and add one or two packages of urn cleaning compound. Let stand with heat up for 30 minutes, then scrub insides of crock and inside of cover with long urn brush.

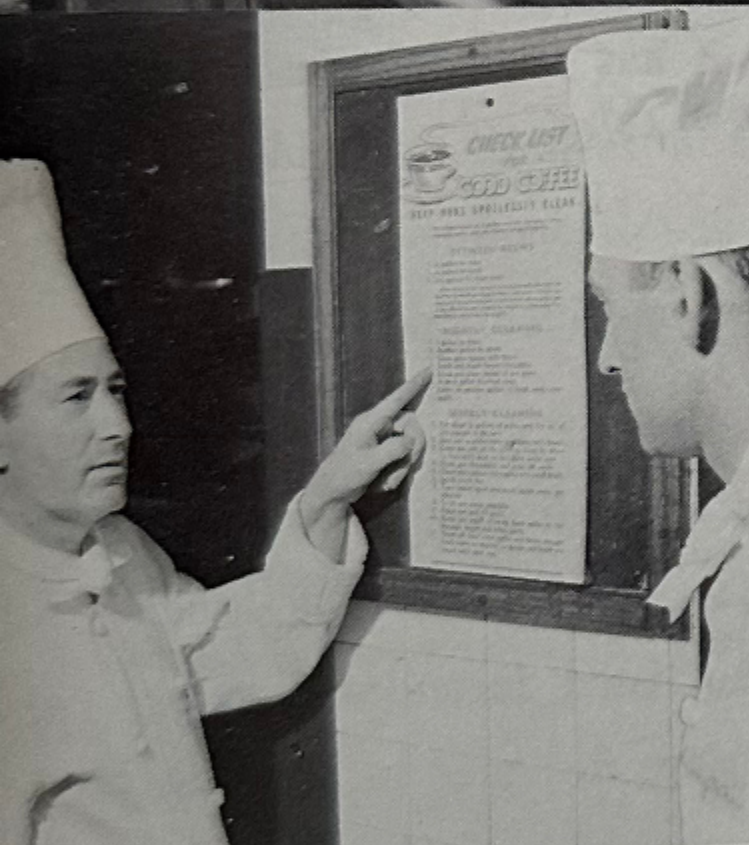
There is only one way to make good coffee: the right way. The picture story on these pages illustrates that way and represents the latest recommendations of the National Coffee Association for obtaining cup perfection in every brew. Believing an old adage of the restaurant trade, "better restaurant coffee means better restaurant business," we recommend the procedures here outlined, not as rules to be followed once, but every day. If each of the suggestions is put into actual practice, you'll have the satisfaction of knowing that no other place in town serves better coffee, if as good. And this, in turn, should be reflected in the happy terms of bigger profits.



5. Twice a week remove clean-out cap from end of the draw-off faucet and scrub as far back as possible with long thin brush. Run brush through coffee gauge glasses. Rinse crock with fresh hot water several times. Every two weeks the metal receptacles at top and bottom of the glass indicator tube should be removed and cleaned. Occasionally take faucet valve apart and clean recesses that can't be reached through clean-out opening.



6. If an urn bag is used in making the coffee, it must be washed out in clear, cold water immediately after use and left submerged in cold water until time to use it again. This keeps the bag sweet. If a bag is allowed to dry, it will sour and ruin the flavor of the next brew. Never use soap or other cleaners on a cloth filter.



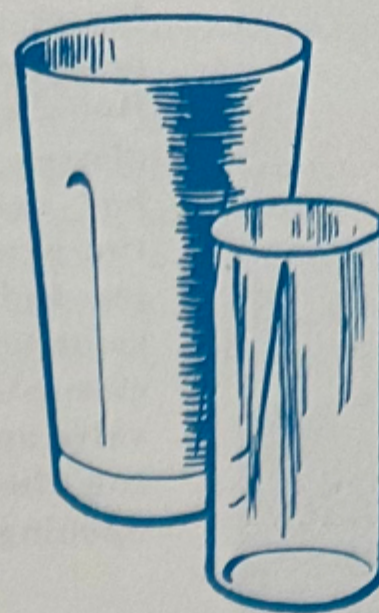
7. Assign selected employees to coffee making, instruct them properly, then let them consider the routine their special responsibility. This important task is too often left to the lowest paid, least capable and least interested hired help. No matter what type of equipment you use, it can be easily explained to kitchen personnel with the help of charts and diagrams. If any problems arise, contact the equipment manufacturer or ask the advice of your coffee supplier.

COFFEE IN THE VACUUM

1. Measure required amount of fresh cold water into lower bowl of vacuum and place on heat.
2. Put filter into upper bowl and add measured quantity of ground coffee (for glass).
3. When water in lower bowl boils actively, turn gas low. (If electric, turn off heat.) Do not place upper bowl on lower bowl until water is boiling actively.
4. Insert upper bowl with a slight twist to insure a tight seal.
5. If the vacuum maker has a vented stem (a small hole in the side of the glass tube) the pot may be completely assembled before placing on heat.
6. In this type of vacuum maker the water in the lower bowl will not start to rise until the water boils. When water starts to rise, reduce heat and follow the regular procedure.
7. When the water has risen into upper bowl, (some water will always remain in the lower bowl) stir water and coffee thoroughly.
8. When stirring is completed either turn off heat or remove from heat.
9. When all coffee has been drawn into lower bowl, remove upper bowl and place lower bowl of coffee over low heat.
10. Cloth filters should be washed in cold water and kept immersed in cold water until next used.

8. The fruit of your labors will be apparent in the cup—finer flavor, richer aroma, better-tasting more satisfying coffee. Here a waitress smiles as she serves the brew to a customer, for she knows he'll be coming back for more. And in coming back he'll order other money-making items, as well.





parade of formulas

Over the years, the Ice Cream Merchandising Institute has developed many outstandingly successful formulas for the various Ice Cream services in demand at the soda fountain and Ice Cream department of the retail store.

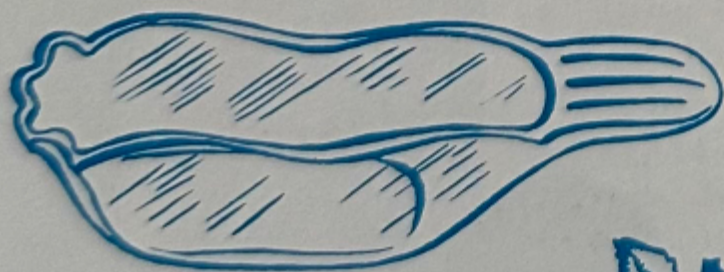
The formulas have been laboratory tested, and have then proved their worth in use in the field.

Because of their proved value, it has been felt desirable to include them in this book—in a fashion available for easy reference. For that reason we are presenting this Parade of Formulas in which are included specifications for many outstanding Ice Cream services.

You will find at the beginning of each group a master chart showing the basic formula for that section. Following this, in alphabetical order, are the listed formulas for the variations in that classification. All are designed to be made as outlined in the master chart, except as noted in particular specifications.

From these pages you can get ideas for a special event you wish to celebrate—for holiday featuring, birthday or anniversary celebrations, for building and featuring specials, etc.

A wealth of variations of staple services is at your command on the pages which follow. The Parade of Formulas can be as valuable in your Ice Cream merchandising plans as you make it.

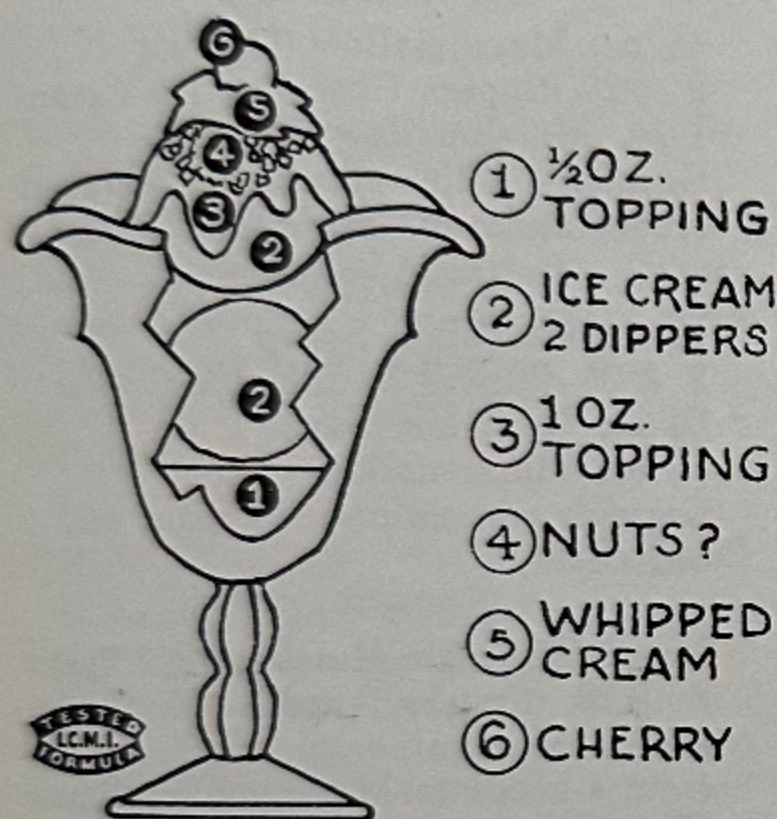


sundaes and specials

Many of the combinations of Ice Cream and toppings used to produce sundaes which have proved good business builders are herewith listed in recipe fashion. In each formula the type glass is suggested and the quantity of each ingredient given. You can of course use your particular service ware, either glass or paper.

Make any sundae given here by putting ingredients into the glass, or paper service in the order listed.

In the illustrated section of sundaes, you will find detailed instructions and basic formula, charted. The chart shows you how.



AMERICAN BEAUTY (flat or footed round dish)

1 #10 dipper of Vanilla Ice Cream
1 oz. Chocolate Fudge
5 stem Whole Maraschino Cherries
Sprinkle Chopped Nuts over Fudge.
Garnish with a straight line of Whipped Cream through center and sprinkle Chocolate Decorettes over all.

BALLOON (tulip glass)

$\frac{1}{2}$ oz. Chocolate Sauce
2 #20 dippers of Vanilla Ice Cream
1 oz. Chocolate Sauce
Top with Whipped Cream and a Cherry.

NOTE: Use the "give-away balloon" idea with this sundae.

BANANA MOUSSE (tulip glass)

1 Spoon Banana Mousse
2 #20 dippers Buttered Pecan or Vanilla Ice Cream
1 oz. of Banana Mousse
Garnish with whipped cream and a red cherry.

BANANA WHIP (stem sundae dish)

2 #20 dippers Chocolate Ice Cream
Sliced Banana—to cover
Top with a generous portion of whipped cream and a cherry.

BAN-BRELLA (tulip sundae glass)

Half peeled banana
Dip in chocolate syrup, roll in nuts
Place in tulip dish, pointed end down
1 #12 dipper Vanilla Ice Cream
1 oz. chocolate topping
Whipped cream
Chopped nuts, cherry

BANK NITE (tulip glass)

$\frac{1}{2}$ oz. "Bank Nite" Topping
2 #20 dippers of Vanilla Ice Cream
1 oz. of "Bank Nite" Topping
Garnish with whipped cream and a Red Cherry.

NOTE: "Bank Nite Topping"—Equal portions of Sliced Peaches, Sliced Pineapple, Sliced Oranges. Cut into small pieces, cover with some minted powdered sugar or use syrup from Peaches and Pineapples.

"BEE-HIVE" (tulip glass)

$\frac{1}{2}$ oz. Pure Honey
2 #20 dippers Vanilla Ice Cream
1 oz. Pure Honey
Over the top sprinkle a portion of fresh crunchy roasted Salted Almonds.
Garnish with whipped cream and a Red Cherry.

BIRTHDAE (tulip glass) (for February 12)

$\frac{1}{2}$ oz. Log Cabin or Maple Syrup
2 #20 dippers chocolate Ice Cream
1 oz. Log Cabin Syrup
2 pretzel sticks on each side of dish to form a sundae. Top with cherry.

BIRTHDAE (tulip glass) (for February 22)

$\frac{1}{2}$ oz. Butterscotch or Marshmallow Topping
2 #20 dippers chocolate Ice Cream
1 oz. Marshmallow Topping
Dot with four half maraschino cherries and one stem maraschino cherry in center (or plain maraschino cherry).

BLACKBERRY BANANA (tulip glass)

$\frac{1}{2}$ oz. Fresh Blackberries
2 #20 dippers of Vanilla Ice Cream
1 oz. Fresh Blackberries
Decorate with whipped cream and sliced Banana around edge of dish
Top with a whole Blackberry.

BLACK CHERRY SUNDAE (tulip glass)

$\frac{1}{2}$ oz. of Burgundy Cherries
2 #20 dippers of Vanilla Ice Cream
1 oz. of Burgundy Cherries (over Ice Cream)
Decorate with whipped cream.

BLACK CHERRY SYRUP (junior glass or paper service)

1 #12 dipper of Vanilla Ice Cream
1 oz. Black Cherry Juice Syrup
Garnish with red Maraschino cherry.

BLACK WALNUT (tulip glass)

$\frac{1}{2}$ oz. Black Walnuts in Syrup
2 #20 dippers of Caramel or Vanilla Ice Cream
1 oz. Black Walnuts in syrup
Top with whipped cream and garnish with a cherry.

BLUEBERRY BANANA (tulip glass)

$\frac{1}{2}$ oz. Fresh Blueberries
2 #20 dippers of Vanilla Ice Cream
1 oz. Fresh Blueberries
Decorate with Whipped Cream and sliced Banana around edge of glass.
Top with a whole Blueberry.

BLUEBERRY "BLUEBOY" (tulip glass)

$\frac{1}{2}$ oz. of Crushed Blueberries
2 #20 dippers of Vanilla Ice Cream
Cover Ice Cream with 1 oz. of Blueberries. Garnish with whipped cream and a Blueberry.

BRANDI-PEACH (stem glass or paper service)

1 #12 dipper of Vanilla Ice Cream
1 oz. of Brandi-Peach
Border of Whipped Cream around edge of dish
Place a Date on each side and English Walnut halves between each date. Place a whole Cherry in center.

BRAZIL NUT (tulip glass)

$\frac{1}{2}$ oz. coffee syrup
1 #20 dipper Chocolate Ice Cream
1 #20 dipper Vanilla Ice Cream
1 oz. coffee syrup
1 soda spoon sliced Brazil nuts
Garnish with whipped cream. Top with a Brazil nut.

BUDGET CHOCOLATE (paper cup)

1 #16 dipper Vanilla Ice Cream
1 oz. Chocolate Syrup
Garnish with whole or half Maraschino Cherry.

BUDGET MARSHMALLOW (paper cup)

1 #16 dipper Vanilla Ice Cream
1 oz. Marshmallow Syrup
Garnish with a whole or half Maraschino Cherry.

BUDGET PEANUT (junior sundae glass or paper service)

1 #16 dipper Chocolate Ice Cream
1 oz. of Marshmallow topping
1 oz. Jumbo Salted Peanuts sprinkled over top.

BURGUNDY CHERRY (crimp sundae glass)

$\frac{1}{2}$ oz. crushed Burgundy Cherries
1 #20 dipper Cherry or Vanilla Ice Cream
 $\frac{1}{2}$ oz. crushed Burgundy Cherries
1 #20 dipper Cherry or Vanilla Ice Cream
 $\frac{1}{2}$ oz. crushed Burgundy Cherries
Whipped Cream, Maraschino cherry.

BUTTERSCOTCH PEANUT ROYAL (Ice cream bowl or round dish)

Slices of Banana (to cover bottom of dish)
2 #20 dippers Butterscotch variegated Ice Cream
1½ oz. Butterscotch (between molds)
Top with blanched salted peanuts.

BUTTERSCOTCH PECAN (round dish or paper service)

1 #12 dipper Vanilla Ice Cream
1 oz. of Butterscotch
Top with salted pecans, and garnish with whipped cream.

BUTTERSCOTCH SUNDAE (tulip glass)

½ oz. Butterscotch Topping
2 #20 dippers of Nut Caramel Ice Cream
1 oz. Butterscotch Topping
1 soda spoon Whipped Cream
Whole Red Cherry

CANTELOUPE (round dish)

½ Canteloupe
1 #20 dipper Vanilla Ice Cream
½ oz. crushed Pineapple
Garnish with whipped cream and a cherry.

CARAMEL CRUNCH (crimp or tulip glass)

½ oz. Caramel Topping
2 #20 dippers Vanilla Ice Cream
1 oz. Caramel Topping
Grape Nuts or Chopped Nuts
Top with a cherry.

CARAMEL FUDGE BUDGET (small tulip glass or paper service)

1 #16 dipper Vanilla Ice Cream
1 oz. Hot or Cold Caramel Fudge

CARAMEL PECAN (crimp glass)

½ oz. Special Caramel Pecan Topping
2 #20 dippers Vanilla Ice Cream or any Nutted Ice Cream
1 oz. of Special Caramel Pecan Topping
Garnish with whipped cream and a large pecan or cherry.

CASHEW (crimp sundae glass)

½ oz. Chocolate Topping
1 #20 dipper Vanilla Ice Cream
½ oz. Butterscotch Sauce
1 #20 dipper Chocolate Ice Cream
½ oz. Marshmallow
Border with 8 cashew nuts, and garnish with a rosette of whipped cream
Top with one cashew nut.

CHERRY BUDGET (small tulip glass)

½ oz. Cherry Syrup
1 #16 dipper Vanilla Ice Cream
½ oz. Cherry Syrup
Garnish with whipped cream and a cherry.

CHERRY JUBILEE (tulip glass or paper service)

1 #12 dipper Vanilla Ice Cream
Cover with 1 oz. of Hot Cherry Sauce
Garnish with whipped cream and a cherry.

CHERRY MARSHMALLOW (tulip glass)

½ oz. Cherry Syrup
2 #20 dippers Vanilla Ice Cream
1 oz. Marshmallow
Garnish with a soda spoon crushed sweet cherries.

CHERRY-SCHINO SUNDAE (tulip glass)

½ oz. Cherry Syrup
2 #20 dippers Vanilla Ice Cream
5 whole Maraschino Cherries around the edge
Top with whipped cream and a cherry.

CHOCOLATE BROWNIE (tulip glass)

1 #20 dipper Chocolate Ice Cream
Crumbled Chocolate Brownie
1 #20 dipper Chocolate Ice Cream
The other half of a Chocolate Brownie crumbled over it
Whipped Cream
Red or green Cherry
Serve with a whole chocolate brownie on the underlying plate.

CHOCOLATE BUDGET (small tulip glass or paper service)

½ oz. Chocolate Sauce
1 #16 dipper Vanilla Ice Cream
½ oz. Chocolate Sauce
Garnish with whipped cream and a cherry.

CHOCOLATE BUTTERNUT (tulip glass)

½ oz. Chocolate Butternut Topping
2 #20 dippers Vanilla Ice Cream
1 oz. Chocolate Butternut Topping
Garnish with whipped cream and a cherry.

CHOCOLATE CARAMEL ALMOND (tulip glass)

½ oz. Caramel Sauce
2 #20 dippers Chocolate Ice Cream
1 oz. Caramel Sauce
5 Salted Almonds
Top with a red cherry.

CHOCOLATE CRUMB (tulip glass)

½ oz. Fudge or heavy Chocolate Topping
2 #20 dippers Vanilla Ice Cream
1 oz. Chocolate Topping
Whipped cream and 1 spoon of doughnut or cake crumbs sprinkled over all.

CHOCOLATE FUDGE BUDGET (small tulip glass or paper service)

1 #16 dipper Vanilla Ice Cream
1 oz. hot or cold Chocolate Fudge
NOTE: Whipped cream and cherry purposely left off so that fudge may be included on low priced menu.

CHOCOLATE IMPERIAL (crimp glass)

½ oz. Chocolate Syrup
1 #20 dipper Vanilla Ice Cream
1 #20 dipper Chocolate Ice Cream
1 oz. Marshmallow
Sprinkle with a goodly portion of chocolate shot.

CHOCOLATE MARSHMALLOW (tulip glass)

FORMULA #1

½ oz. Marshmallow Topping
2 #20 dippers Chocolate Ice Cream
1 oz. Marshmallow Topping
Garnish with chocolate whipped cream and top with a red cherry.

FORMULA #2

½ oz. Chocolate Syrup
2 #20 dippers Vanilla Ice Cream
½ oz. Chocolate Sauce
½ oz. Marshmallow
Garnish with whipped cream and a red cherry.

FORMULA #3

½ oz. Chocolate Marshmallow Sauce
2 #20 dippers Vanilla or Chocolate Ice Cream
1 oz. Chocolate Marshmallow Sauce
Whipped Cream and a Cherry.
NOTE: Make chocolate marshmallow sauce by combining one part chocolate syrup to three parts marshmallow. Whip until smoothly blended.

CHOCOLATE NOODLE (round dish)

½ oz. chocolate sauce
2 #20 dippers of chocolate Ice Cream
1 oz. chocolate sauce
Cover with whipped cream and garnish with chocolate shot

CHOCOLATE "NUT FREEZE" (stem dish or paper service)

1 oz. of "Nut Freeze Sauce" topping
1 #12 dipper of Vanilla Ice Cream
Garnish with a rosette of whipped cream and decorate with a cherry.
Nut Freeze Topping: Mix a quart of Frozen Fudge or Heavy Chocolate Sauce, with 10 oz. of Chopped Assorted Nuts. Store in a glass bowl or crock in refrigerator and serve as cold as possible.

CHOCOLATE PEANUT (tulip glass)

½ oz. of Marshmallow Topping
1 #20 dipper of Chocolate Ice Cream
1 #20 dipper of Vanilla Ice Cream
1 oz. Chocolate Topping
1 spoon Salted Peanuts over topping.

CHOCOLATE PECAN (tulip glass)

1/2 oz. chocolate topping
 2 #20 dippers Vanilla Ice Cream
 1 oz. Chocolate topping
 Decorate with pecan halves, a spiral of whipped cream and a cherry.

CHOCOLATE PEPPERMINT (silver sundae dish or paper service)

1 #12 dipper Chocolate Ice Cream
 2 spoons chopped peppermint candy
 Whipped cream, Cherry.

CHOCOLATE PUFF (crimp glass)

2 #20 dippers of Chocolate Ice Cream
 Very generous portion whipped cream. Sprinkle with nutmeg and top with cherry.

CHOCOLATE RICE KRISPIES (tulip glass)

1/2 oz. Chocolate Topping.
 2 #20 dippers of Vanilla Ice Cream
 1 oz. Chocolate Topping and a good portion of Rice Krispies.
 Garnish with whipped cream and a cherry

CHOCOLATE WALNUT (tulip glass)

1/2 oz. Chocolate Fudge
 2 #20 dippers Vanilla Ice Cream
 1 oz. Chocolate Fudge
 Place 6 walnut halves around mold of Ice Cream. Top with whipped cream and a cherry.

CHOCOLATE WHIP (crimp glass)

1 Spoon of whipped cream
 2 #20 dippers of Chocolate Ice Cream
 Cover with whipped cream
 Sprinkle generously with chocolate shot. Garnish with a red cherry.

CHRISTMAS TREE (crimp glass)

Small quantity Green Pineapple Dices, or Green Cherry, or Creme De Menthe Syrup
 1 #20 dipper of Vanilla Ice Cream
 1 spoon chopped red cherries
 1 #20 dipper Vanilla Ice Cream
 Alternate Green and red Jelly strings around Ice Cream
 Garnish with whipped cream and sprinkle with Silver Dragees

CHRISTMAS FOUNTAIN SPECIAL (tulip glass)

2 #20 dippers of Chocolate Ice Cream
 Small portion of Special Christmas whipped cream dressing
 Garnish with whipped cream and red and green cherries or red and green pineapple cubes.

CITRON (tulip glass)

1 #20 dipper Strawberry Ice Cream
 1 #20 dipper Vanilla Ice Cream
 Cover with a ladle of finely chopped good citron
 Sprinkle with ground nuts and top with a red Cherry.

CLUB HOUSE TULIP (tulip glass)

1/2 oz. chocolate fudge
 1 #20 dipper Chocolate Ice Cream
 1 #20 dipper Vanilla Ice Cream
 1 oz. fruit salad.
 Top with whipped cream. Garnish with a sprinkle of chopped Nuts.

CO-ED SPECIAL (tulip glass)

1/2 oz. chocolate topping
 2 #20 dippers Vanilla Ice Cream
 1/2 oz. chocolate topping
 1/2 oz. marshmallow topping
 4 slices of banana around the outside
 Whipped cream and cherry.

COFFEE AND CREAM (tulip glass)

1/2 oz. coffee syrup
 2 #20 dippers Coffee or Vanilla Ice Cream
 1 oz. coffee syrup
 Garnish with whipped cream and a cherry

COFFEE MAPLE NUT (tulip glass)

1/2 oz. maple syrup
 2 #20 dippers Vanilla Ice Cream
 1/2 oz. coffee syrup
 1/2 oz. maple syrup
 Whipped cream
 Cherry
 Garnish with black walnut pieces

COFFEE MAPLE PECAN (crimp glass)

1/2 oz. maple syrup
 2 #20 dippers Coffee Ice Cream
 1 oz. maple syrup
 1 serving spoon salted pecans
 Garnish with whipped cream.

COLD FUDGE BABY RUTH (stem glass or paper service)

1 #12 dipper of Vanilla Ice Cream
 1 oz. Cold Fudge
 1-cent Baby Ruth Bar
 Garnish with whipped cream and a slice of the bar.

CRACKER-JILL (crimp glass)

1/2 oz. heavy chocolate topping
 1/2 spoon of crackerjack
 2 #20 dippers Vanilla Ice Cream
 1 oz. chocolate topping
 1 spoon crackerjack
 Whipped cream and a Cherry.

CRANBERRY MARSHMALLOW (tulip glass)

1/2 oz. Cranberry Marshmallow
 1 #20 dipper of Sherbet or Fruit Ice
 1 #20 dipper of Vanilla Ice Cream
 1 oz. of Cranberry Marshmallow

Garnish with a red cherry

NOTE: Cranberry Marshmallow is made by combining one part of Cranberry Salad with two parts of Marshmallow. Whip thoroughly together. Keep in a cool place.

CRANBERRY SALAD (tulip glass)

1/2 oz. Cranberry Salad
 2 #20 dippers of Vanilla Ice Cream
 1 oz. Cranberry Salad
 Garnish with whipped cream and a cherry.

CUBED CANTALOUPE (crimp glass)

1/2 oz. Cubed Cantaloupe (sweetened)
 2 #20 dippers Vanilla Ice Cream
 1 oz. Cubed Cantaloupe
 Garnish with whipped cream and a cherry

CRUSHED CHERRY (tulip glass)

1/2 oz. crushed cherries
 2 #20 dippers Vanilla Ice Cream
 1 oz. crushed cherries
 Whipped cream and a cherry for garnish

DASDAE (stem dish or paper service)

1 #12 dipper Vanilla Ice Cream
 Equal parts of fresh fruit as follows: blackberries, red raspberries, red cherries, sliced peaches.
 Whipped cream
 Garnish with a whole berry.

DATE CRUSH (crimp glass)

1/2 oz. date crush
 1 #20 dipper Vanilla Ice Cream
 1/2 oz. date crush
 1 #20 dipper Vanilla Ice Cream
 1/2 oz. date crush
 Whipped cream
 Red Cherry

DATE WALNUT (tulip glass)

1/2 oz. of Date Crush
 2 #20 dippers of Black Walnut or Coffee Ice Cream
 1 oz. of Date Crush
 Garnish with whipped cream and a Red Pineapple Cube

DE MENTHE PINEAPPLE (crimped glass)

1/2 oz. Creme de Menthe Syrup
 2 #20 dippers Vanilla Ice Cream
 1 oz. crushed pineapple
 Top with whipped cream and garnish a pineapple cube.

DOUBLE FEATURE STRAWBERRY (banana split dish)

2 #20 dippers Strawberry or Vanilla Ice Cream (side by side)
 1 1/2 oz. Fresh Frozen or Preserved Strawberries over both molds
 Whipped Cream between the 2 molds
 Whole Strawberry on whipped cream

DOUBLE FUDGE (tulip glass)

2 #20 dippers of Chocolate Variegated Ice Cream
Garnish with whipped cream and a cherry
Serve with a pitcher of Hot or Cold Fudge

DOUBLE RASPBERRY (crimp glass)

1/2 oz. of Fresh Red Raspberry Topping
2 #20 dippers of Raspberry Ice Cream
1 oz. of Fresh Red Raspberry Topping
Garnish with whipped cream and a red cherry

DUSTY ROAD (round sundae glass or paper service)

1 #12 dipper Vanilla Ice Cream
1 oz. chocolate syrup
Powdered malted milk sprinkled over syrup
Garnish with a green pineapple cube

"EARLY BIRD" (tulip glass)

1/2 oz. butterscotch sauce
1 #20 dipper Vanilla Ice Cream
1 #20 dipper Chocolate Ice Cream
1 oz. butterscotch sauce
Sprinkle with crushed grape nuts
Garnish with whipped cream and a cherry.

EGG NOG #1 (tulip glass)

1/2 oz. crushed pineapple
2 #20 dippers Egg Nog Ice Cream
1 oz. crushed pineapple.
Garnish with whipped cream and a cherry.

EGG NOG #2 (crimp glass)

1/2 oz. Egg Nog Topping
2 #20 dippers Nutted Ice Cream
1 oz. Egg Nog Topping
Garnish with whipped cream and red and green cherries

EGG NOG NUT (tulip glass)

1/2 oz. Butterscotch Topping
2 #20 dippers Egg Nog Ice Cream
1 oz. Butterscotch topping
Sprinkle with chopped nuts
Garnish with whipped cream
Top with red and green cherries

FIESTA (round bowl dish)

4 #30 dippers of Ice Cream (assorted flavors if desired)
Cover with Hot or Frozen Fudge.
Place a few Pecans on one side and a few Cashew Nuts on the other side
Garnish with whipped cream and a cherry

FLAG (crimp or tulip glass) or CHERRY-BLUEBERRY

1/2 oz. Marshmallow
2 #20 dippers Vanilla Ice Cream
1 oz. Marshmallow
2 soda spoons Crushed Red Maraschino Cherries on one side of dish

2 soda spoons of Fresh or Frozen Blueberries on other side of dish

FLORADORA (tulip glass)

1/2 oz. Cherry Syrup
2 #20 dippers Vanilla Ice Cream
1 oz. Crushed Pineapple
Garnish with whipped cream and a cherry

FOUNTAIN SPECIAL (tulip glass)

1/2 oz. of Fountain Fruit Salad
1 #20 dipper Sherbet or Fruit Ice
1 #20 dipper of Vanilla Ice Cream
1 oz. Fountain Fruit Salad. Garnish with a Strawberry or cherry.

FOUR TOWER (crimp glass)

1/2 oz. Burgundy Cherries
1 #20 dipper Vanilla Ice Cream
1 #20 dipper Chocolate Ice Cream
1/2 oz. Chocolate Sauce
1/2 oz. Marshmallow cream
Quarter whole bananas and stand upright around Ice Cream
Garnish with ground nuts, whipped cream and a cherry.

FRENCH NOUGAT (tulip glass)

1/2 oz. nougat creme
2 #20 dippers of Vanilla Ice Cream
1 oz. of Nougat Creme
6 Miniature Marshmallows
Sprinkle with red and green pineapple cubes and chopped nuts
Run a band of whipped cream around edge of tulip glass and garnish with a red cherry.

FRESH BLUEBERRY (crimp glass)

1/2 oz. Fresh Blueberries
2 #20 dippers of Vanilla Ice Cream
1 oz. Fresh Blueberries
Garnish with whipped cream—top with a blueberry.

FRESH FROZEN BLACKBERRY (crimp glass)

1/2 oz. Fresh Frozen Blackberries
2 #20 dippers Vanilla Ice Cream
1 oz. Fresh Frozen Blackberries
Garnish with whipped cream and a whole blackberry.

FRESH RASPBERRY BANANA (stem dish or paper service)

1 #12 dipper of Vanilla Ice Cream
1 oz. Fresh Raspberries
Decorate with Whipped Cream and lay-sliced Banana around edge of dish. Top with a whole Raspberry.

FRESH STRAWBERRY MELBA (round dish)

1 oz. of crushed fresh sugared Strawberries
1 #16 dipper of fresh Strawberry Ice Cream
6 or 8 whole Fresh Strawberries
Garnish with Pink Whipped Cream and top with one whole Strawberry.

FRESH STRAWBERRY ORANGE DELIGHT (stem dish or paper service)

1 #16 dipper Orange Ice and Vanilla Ice Cream
1 oz. Fresh Strawberries
1 spoonful Whipped Cream
Garnish with whole Strawberry.

FROSTED FRUTTI (tulip glass)

1/2 oz. Fresh Fruit Salad
1 #20 dipper Vanilla Ice Cream
1 #20 dipper Strawberry Sherbet or Fruit Ice
1 oz. Fresh Fruit Salad
Top with a soda spoon of Strawberry Sherbet or Fruit Ice and imbed a red cherry in the center.

FRUIT CAKE (stem glass or paper service)

Small bits of Fruit Cake
1 #16 dipper of Vanilla Ice Cream
Small bits of Fruit Cake
Garnish with whipped cream and chopped red and green cherries.

FRUIT COCKTAIL (crimp glass)

1/2 oz. fruit salad
2 #20 dippers Vanilla Ice Cream
1 oz. fruit salad
Top with whipped cream and a cherry.

FRUIT CUP (round dish)

5 banana slices
3 orange slices
1 #16 dipper Strawberry Ice Cream or other fruit Ice Cream
1 oz. of Orange syrup
Decorate with 2 banana slices and 2 orange slices.
Sprinkle with chopped nuts.

FRUIT SALAD MARSHMALLOW (tulip glass)

1/2 oz. fruit salad
1 #20 dipper Chocolate Ice Cream
1 #20 dipper Vanilla Ice Cream
1/2 oz. marshmallow
1/2 oz. fruit salad.
Top with whipped cream and a cherry.

FRUIT SALAD PECAN (tulip glass)

1/2 oz. fruit salad
1 #20 dipper Vanilla Ice Cream
1 #20 dipper Strawberry Ice Cream
1 oz. fruit salad
Garnish with 4 or 5 pecan halves, a spiral of whipped cream and a cherry.

FRUIT TOWER (bowl or plate)

1/4 brick of Ice Cream
Top with Fresh Fruit Salad and dot with whipped cream
NOTE: Cut quart brick in fours, use 1/4 brick to a Sundae.

FRUIT WHIP (tulip glass)

1/2 oz. Fruit Whip Topping
 2 #20 dippers Vanilla Ice Cream
 1 oz. Fruit Whip Topping
 Garnish with whipped cream and a cherry.

FRUITED ALMOND (crimp glass)

1/2 oz. Crushed Pineapple
 2 #20 dippers Burnt Almond Ice Cream
 1 oz. Crushed Pineapple
 Cover with 1/2 oz. sliced Almonds
 Garnish with whipped cream and a cherry.

FRUITED PINEAPPLE (tulip glass)

1/2 oz. Crushed Pineapple
 2 #20 dippers of Vanilla Ice Cream
 1 oz. Crushed Pineapple.
 Garnish with whipped cream and a Red Maraschino Cherry.

FRUITED STRAWBERRY (tulip glass)

1/2 oz. Crushed Strawberries
 2 dippers Vanilla Ice Cream
 1 oz. of Crushed Strawberries
 Top with a Whipped Cream Ring and one whole Strawberry.

FUDGY COCONUT (crimp glass)

1/2 oz. hot fudge
 2 #20 dippers Vanilla Ice Cream
 Browned coconut sprinkled over all
 Top with whipped cream and a cherry
 Browned or toasted coconut is made by placing shredded coconut in a pie tin and putting in a moderate oven. When the coconut is slightly brown on top, shake so as to turn the coconut over. An uneven brown throughout is desirable—some of the coconut dark, some light, and some nearly white.

FUDGE MALLOW (crimp glass)

1/2 oz. Fudge Mallow Sauce
 2 #20 dippers Butterscotch Ice Cream
 1 oz. Fudge Mallow Sauce
 Top with whipped cream and cherry
 NOTE: Fudge Mallow Sauce is made by blending together two portions of Chocolate Fudge to one portion Marshmallow. Place in the Fudge warmer and serve hot.

FUDGE MALLOW "VARIGAY" (crimp glass)

2 #20 dippers of Chocolate Variegated Ice Cream
 1 oz. of Marshmallow Topping
 Garnish with whipped cream, chopped Pecans and Chocolate Shot.

FUDGY MARSHMALLOW (tulip glass)

1/2 oz. marshmallow
 2 #20 dippers of chocolate ice cream
 1 oz. marshmallow
 Half an envelope of hot chocolate powder
 Whipped cream and a Cherry.

FUDGE OVALTINE (round flat bottom dish)

1 #30 dipper Vanilla Ice Cream
 1 #30 dipper Chocolate Ice Cream
 1 #30 dipper Strawberry Ice Cream
 On top of Ice Cream place another 1 #30 dipper of Vanilla, Chocolate or Strawberry Ice Cream
 1 oz. of Hot Chocolate Fudge or Cold Chocolate Fudge
 1 tablespoon of Ovaltine
 Garnish with whipped cream and a cherry.

FUDGE PECAN (tulip glass)

1/2 oz. chocolate fudge
 2 #20 dippers Chocolate Ice Cream
 1 oz. chocolate fudge
 5 pecan halves
 Garnish with whipped cream

GEORGIA PEACH (crimp glass)

1/2 oz. of Crushed Peaches
 2 #20 dippers of Vanilla Ice Cream
 1 oz. Crushed Peaches
 Garnish with whipped cream and a peach slice

GINGER ALMOND FUDGE (round dish or paper service)

1 #10 dipper of Chocolate Ice Cream
 1 oz. of Chocolate Fudge
 Thin slices of preserved ginger
 Garnish with whipped cream and Salted Almonds.

GINGER PEAR (round sundae dish)

Half Bartlett pear
 Top with a #12 dipper Vanilla Ice Cream
 Cover with ginger nut mixture
 Garnish with whipped cream and a gingersnap.
 NOTE: Ginger nut mixture is made by combining chopped walnut meats in syrup and chopped preserved ginger. Blend thoroughly. Be sure the ginger is cut quite fine.

GOLDEN WEST (crimp glass)

1/2 oz. Orange Syrup
 2 #20 dippers Vanilla Ice Cream
 1 oz. Crushed Pineapple
 Garnish with whipped cream and a Green Cherry.

GRAPEFRUIT CONDE

Half Grapefruit
 Top with 1 dipper Orange Sherbet
 Surround Sherbet with White Grapes, Red and Green Cherries, or Red and Green Pineapple Cubes
 Top sherbet with a white grape
 Trickle small quantity of Grenadine Syrup around top of Grapefruit.

GRAPE MELBA (crimp or tulip glass)

1/2 oz. White Seedless Grapes
 2 #20 dippers Vanilla Ice Cream
 1 oz. Melba Sauce

1 soda spoon of White Seedless Grapes over Melba Sauce
 Top with whipped cream and garnish with a Blue Grape.

GUAVA JELLY NUT NEWPORT (crimped glass)

1/2 oz. Guava Jelly
 1 #20 dipper of Vanilla Ice Cream
 1/2 oz. Guava Jelly and a few chopped nuts
 1 #20 dipper Vanilla Ice Cream,
 1/2 oz. Guava Jelly, a portion of black walnut meats.
 Top with whipped cream through the pastry tube and garnish with a red or green Maraschino Cherry.

HALF AND HALF (crimp glass)

1/2 oz. chocolate fudge
 1 #20 dipper Chocolate Ice Cream
 1 #20 dipper Vanilla Ice Cream
 1 oz. chocolate fudge
 Garnish with whipped cream, decorate with chocolate shot.

HALF 'N' HALF or STRAWBERRY FROSTY (crimp glass)

1/2 oz. Marshmallow
 1 #20 dipper of Strawberry Ice Cream
 1 #20 dipper of Strawberry Fruit Sherbet or Fruit Ice
 Top with one ounce Marshmallow
 Garnish with a Strawberry or a spoon of crushed Strawberries.

HALF 'N' HALF SUNDAE or ORANGE PINEAPPLE (tulip glass)

1/2 oz. Crushed Pineapple
 1 #20 dipper of Orange Fruit Ice or Sherbet
 1 #20 dipper of Vanilla Ice Cream
 1 oz. of crushed pineapple
 Garnish with whipped cream and a whole Maraschino Cherry.

HALLOWEEN (tulip glass)

1/2 oz. chocolate sauce
 2 #20 dippers Vanilla Ice Cream
 1 oz. chocolate sauce
 Whipped cream
 Candy corn kernels
 Cherry

HARVEST (crimped glass)

1/2 oz. nuts in syrup
 2 #20 dippers Peach Ice Cream
 1 oz. nuts in syrup
 Top with whipped cream and garnish with a piece of fresh or preserved peach.

HAWAIIAN SPECIAL (tulip glass)

1/2 oz. Pure Grape Juice
 2 #20 dippers of Ice Cream (Vanilla or Fruited)
 1 oz. of Crushed Pineapple
 1 soda spoon Pure Grape Juice
 Garnish with whipped cream and a red cherry or a red Pineapple cube.

HAWAIIAN SUNSET (tulip glass)

1/2 oz. crushed pineapple
 2 #20 dippers Vanilla Ice Cream
 1/2 oz. crushed pineapple
 1/2 oz. walnuts in syrup
 Top with whipped cream.

HAWAIIAN TULIP (crimp glass)

1 soda spoon Crushed Cherries
 1 #20 dipper of Chocolate Ice Cream
 1/2 oz. of Crushed Pineapple
 1 #20 dipper of Vanilla Ice Cream
 Over this pour 1 oz. Swiss Milk Chocolate Topping
 Garnish with whipped cream and a red cherry

HOLIDAY (crimp glass)

1/2 oz. crushed pineapple
 2 #20 dippers Egg Nog Ice Cream
 1 oz. crushed pineapple
 1 soda spoon chopped cherries (sprinkle over all)
 1 soda spoon chopped nuts (over all)
 Garnish with whipped cream and a cherry.

HONEY DU DO (banana split dish)

1 #20 dipper Vanilla Ice Cream
 1 #20 dipper Banana Ice Cream
 2 Honey Dew Melon Strips—5" x 1" (one on each side of dish)
 Lemon Juice sprinkled over melon
 Garnish with Queen Anne Cherries
 Sprig Fresh Mint across top

HOT BUTTERSCOTCH NUT (tulip glass)

1/2 ounce hot butterscotch fudge
 2 #20 dippers Vanilla Ice Cream
 1 oz. hot butterscotch fudge
 Chopped mixed nuts (sprinkled over all)
 Whipped Cream. Whole cherry.

HOT CARAMEL CRUNCH (tulip glass)

1/2 oz. of Hot Caramel Sauce
 2 #20 dippers of Nut Ice Cream
 1 oz. of Hot Caramel Sauce
 Top with Ground Peanut Brittle
 Garnish with whipped cream and a cherry.

HOT CHERRY (tulip glass)

1/2 oz. hot cherry sauce
 2 #20 dippers Vanilla Ice Cream
 1 oz. Hot Cherry Sauce
 Garnish with whipped cream and a red cherry.

HOT FUDGE (tulip glass)

1/2 oz. Hot Fudge
 2 #20 dippers Vanilla Ice Cream
 1 oz. Hot Fudge
 Garnish with Whipped Cream and a cherry.

HOT FUDGE NUT (tulip glass)

1/2 oz. Hot Fudge
 2 #20 dippers Vanilla Ice Cream
 1 oz. hot fudge
 1 Sodaspoon Chopped Nuts, sprinkled over all
 Garnish with Whipped Cream and a Cherry.

HOT FUDGE PEANUT (tulip glass)

1/2 oz. hot fudge
 2 #20 dippers Vanilla Ice Cream
 1 oz. Hot Fudge sprinkle with a generous portion of Salted Peanuts

HOT FUDGE PEP (tulip glass)

1/2 oz. hot fudge
 2 #20 dippers Mint stick Ice Cream
 1 oz. Hot fudge
 Top with whipped cream, and garnish with a piece of peppermint stick candy.

HOT FUDGE RAISIN CLUSTER (tulip glass)

1/2 oz. Fudge Raisin Mixture
 2 #20 dippers of Vanilla Ice Cream
 1 oz. Fudge Raisin Mixture
 Decorate with whipped Cream and top with a Red Cherry.
 NOTE: Fudge Raisin Mixture: Into the equivalent of a cup of Hot Fudge, add 1/3 cup Seedless Raisins. Keep in Fudge Warmer.

HOT FUDGE VALENTINE (tulip glass)

1/2 oz. Hot Chocolate Fudge
 1 #20 dipper Strawberry Ice Cream
 1 #20 dipper Vanilla Ice Cream
 1 oz. Chocolate Fudge
 Garnish with whipped cream and a cherry
 Decorate with candy hearts
 NOTE: Give a small, inexpensive Valentine with each Sundae.

HOT HONEY WHIP (tulip glass)

1/2 oz. hot honey whip
 2 #20 dippers Vanilla Ice Cream
 1 oz. hot honey whip
 Top with Whipped Cream and Cherry.

HOT NUTTY RUM (tulip glass)

1/2 oz. Hot Rum Nut Sauce
 2 #20 dippers Vanilla Ice Cream
 1 oz. Hot Rum Nut Sauce
 Garnish with Marshmallow and a Cherry.

HOT PEANUT MALTED FUDGE (crimp glass)

1/2 oz. Hot Peanut Fudge
 2 #20 dippers of Vanilla Ice Cream
 1 oz. of Peanut Fudge
 Decorate with malted milk powder, and top with a red cherry
 NOTE: Peanut Fudge — To three parts of Chocolate Fudge, add 1 part peanut butter. Mix thoroughly and heat in fudge warmer.

JUNE BRIDE (tulip glass)

1/2 oz. of Crushed Strawberries
 2 #20 dippers of Chocolate Ice Cream
 1/2 oz. of Marshmallow
 1/2 oz. of Strawberry Fruit
 Garnish with Chopped Walnuts
 Decorate with whipped cream and a Cherry.

KIDDIE (cereal dish)

2 #20 dippers Vanilla Ice Cream placed close together
 Indent tops. Insert crushed strawberries in each.
 A small mound of wheaties on each side of the ice cream and wheaties over the top
 Garnish with whipped cream and a Red Cherry.

KRISPY MARSHMALLOW (tulip glass)

1 Spoon Marshmallow Topping
 2 #20 dippers of Fruited Ice Cream
 Cover with 1 oz. Marshmallow and a generous spoon of Rice Crispies.

LAVENDER LADY (tulip glass)

1/2 oz. "Lavender Lady" Topping
 2 #20 dippers of Vanilla Ice Cream
 1 oz. "Lavender Lady" Topping
 Garnish in stripes from center with whipped cream and top with a Green Cherry or Green Pineapple Cube.
 NOTE: Lavender Lady Topping—To a quart of Marshmallow Creme, add a pint of Crushed Raspberries. Whip together until smooth and well blended.

LEGIONNAIRE (crimp glass)

1/2 oz. Fruit Salad
 2 #20 dippers Chocolate Ice Cream
 1 oz. Marshmallow
 Garnish with four Pecan Halves and a Cherry.

LITTLE GIRL (crimp glass)

1/2 oz chocolate topping
 1 #20 dipper Chocolate Ice Cream
 1 #20 dipper Vanilla Ice Cream
 1 oz. chocolate topping
 Whipped cream
 Top with sugared, spiced candies.

LOG CABIN (round dish)

1/2 pint of brick Vanilla Ice Cream
 Fill center of Ice Cream with Hot or Cold Heavy Chocolate Fudge
 Cover generously with salted Cashew Nuts
 Surround Ice Cream with Salted Pretzel sticks.

LORNA DOONE (tulip glass)

2 #20 dippers Butter Pecan Ice Cream
 1 generous spoon crumbled Lorna Doone wafers
 Top with whipped cream and a Cherry.

MACADAMIA NUT (tulip glass)

1/2 oz. Marshmallow Sauce
 2 #20 dippers Vanilla Ice Cream
 1 oz. Marshmallow Sauce
 Several Hawaiian Macadamia Nuts.

MALLOW ALMOND (crimp glass)

1/2 oz. of Coffee Flavored Marshmallow
 1 #20 dipper of Chocolate Ice Cream
 1 #20 dipper of Vanilla Ice Cream
 1 oz. of Coffee Flavored Marshmallow
 Cover with about 6 Crisp Salted Almonds, and garnish with whipped Cream and a Green Cherry.

MAPLE-MALLOW (stem glass or paper service)

1 #12 dipper of Vanilla Ice Cream
 Cover with 1 oz. of Maple Marshmallow Sauce
 Surround with 6 English Walnut Halves
 Garnish with whipped cream
 Imbed a small piece of Swiss Milk Chocolate into the Whipped Cream.

MAPLE PINEAPPLE NUT (tulip glass)

1/2 oz. maple syrup
 2 #20 dippers Vanilla Ice Cream
 1 oz. crushed pineapple
 1 soda spoon chopped nuts (over all)
 Garnish with whipped cream and a pineapple cube.

MAPLE WALNUT (tulip glass)

1/2 oz. Maple Walnuts
 2 #20 dippers of Vanilla Ice Cream
 1 oz. Maple Walnuts
 Decorate with whipped cream. Top with a cherry.

MAPLE WALNUT BON BON (crimp or tulip glass)

1/2 oz. Maple Syrup
 2 #20 dippers Vanilla Ice Cream
 1 oz. Maple Syrup
 3 or 4 English Walnut halves
 Garnish with whipped cream and a Maple Walnut Chocolate Cream or Bon Bon.

MARASCHINO BANANA (tulip glass)

1/2 oz. Maraschino Syrup
 2 #20 dippers Vanilla Ice Cream
 1 oz. Maraschino Syrup
 Surround with 5 or 6 slices of banana and 3 Maraschino cherries
 Garnish with whipped cream and decorate with a Maraschino cherry.

MARMALADE-CHERRY (crimp glass)

1/2 oz. of Marmalade Cherry Topping
 2 #20 dippers Vanilla Ice Cream
 1 oz. Marmalade Cherry Topping
 Garnish with whipped cream and a whole cherry.

MARSHMALLOW PECAN (tulip glass)

1/2 oz. Marshmallow topping
 2 #20 dippers Butter Pecan Ice Cream
 1 oz. Marshmallow
 Top with a whole Maraschino cherry.

MARSHMALLOW PINEAPPLE (tulip glass)

(For holiday selling)
 1/2 oz. Marshmallow topping
 2 #20 dippers Vanilla Ice Cream
 1 oz. Marshmallow topping
 Cover with red and green pineapple cubes
 Garnish with whipped cream and top with a cube of red pineapple.

MELBA PEACH (tulip glass)

1/2 oz. peach or grenadine syrup
 1 #20 dipper Strawberry Ice Cream
 1 #20 dipper Vanilla Ice Cream
 Surround with small ladle of sliced peaches. Cover with peach syrup and chopped nuts. Garnish with whipped cream and a peach slice.

MILADY (tulip glass)

1/2 oz. crushed pineapple
 2 #20 dippers Vanilla Ice Cream
 1 oz. crushed strawberries
 Whipped cream and a Cherry.
 NOTE: This sundae may be further glamorized by placing the finished sundae on a square piece of colored cellophane. Pick up the four corners of the cellophane and push to the side of the glass. Snap a rubber band around the stem of glass.

HOT MINCE (tulip glass)

1/2 oz. hot mincemeat
 2 #20 dippers Vanilla Ice Cream
 1 oz. hot mincemeat
 Whipped cream and a Cherry.

MINT STICK CHOCOLATE (round bowl, stem dish or paper service)

1 #12 dipper of Peppermint Stick Ice Cream
 1 oz. heavy Chocolate Sauce
 Decorate with four Green Mint Sticks (with cherry between each stick)
 Garnish with one cherry.

MINTED MARSHMALLOW (crimp glass)

1/2 oz. Minted Marshmallow Sauce
 2 #20 dippers Vanilla Ice Cream
 1 oz. Minted Marshmallow
 Sprinkle with chopped nuts
 Garnish with a green cherry
 NOTE: Minted Marshmallow is prepared by adding one part creme de menthe syrup to three parts marshmallow creme. Whip thoroughly until smoothly blended, the color uniform. Place in a fruit jar or covered bowl at fountain.

MONTE CRISTO (tulip glass)

1/2 oz. Caramel Sauce
 2 #20 dippers Toasted Almond Ice Cream
 1 oz. of Caramel Sauce
 1 spoon salted Cashew Nuts
 Garnish with whipped cream and top with Chocolate Shot.

MYSTERY (crimp glass)

1/2 oz. of Blueberries
 1 #20 dipper of Vanilla Ice Cream
 1/2 oz. of Blueberries
 1 #20 dipper of Chocolate Ice Cream
 1/2 oz. Marshmallow
 Garnish with Pecan Halves and whole Maraschino Cherries.

NABISCO CHRISTMAS (stem glass or paper service)

1 #16 dipper of Egg Nog, Rum Bisque or Plum Pudding Ice Cream
 Place on Nabisco wafer on each side of the Ice Cream

NINETEENTH HOLE (tulip glass)

1/2 oz. crushed green pineapple or green pineapple dicettes
 2 #20 dippers Chocolate Ice Cream
 1 oz. Marshmallow
 Whipped cream and a Cherry.

NUT MALLOW (tulip glass)

1/2 oz. Marshmallow
 2 #20 dippers Chocolate Ice Cream
 1 oz. Marshmallow Topping
 Sprinkle generously with chopped nuts, top with a cherry.

NUT-SALAD (round dish or paper service)

1 #12 dipper of Vanilla, Maple, or Coffee Ice Cream
 1 oz. of nut salad
 Whipped cream
 Garnish with a whole nut
 NOTE: For nut salad, use equal portions pecan meats, brazil nuts, filberts, cashews, black walnuts, and blanched almonds. Cover with a heavy quality maple or butter-scotch syrup. Mix thoroughly.

NUTTY BITTERSWEET (tulip glass)

1/2 oz. Bittersweet Chocolate Fudge
 2 #20 dippers Nutter Ice Cream
 1 oz. Bittersweet Chocolate Fudge
 Salted cashew nuts
 Garnish with a red cherry.

NUTTY CHRISTMAS (round dish or paper service)

1 #12 dipper Vanilla Ice Cream
 1 oz. hot fudge
 Whole or half cashews, salted almonds, pecans, walnuts, and black walnuts.
 Top with whipped cream.

"NUTTY DATE" (*stem glass or paper service*)

1 #16 dipper of Vanilla Ice Cream
1 oz. of Brandi-Peach Topping
Border of whipped cream around edge of dish. Place a date on each side and English Walnut halves between each date
Place a whole cherry in the center.

OH-OH-ORANGE (*tulip glass*)

1/2 oz. Orange syrup
2 #20 dippers Vanilla Ice Cream
Cover with 5 segments of orange
1 oz. Orange syrup
Top with Whipped Cream.

OLD CRUNCHY (*tulip glass*)

1/2 oz. of Butterscotch Topping
1 #20 dipper of Pecan Crunch Ice Cream
1 #20 dipper of Chocolate Ice Cream
1 oz. of Butterscotch Topping
Decorate with whipped cream and chopped nuts.

OLD TIMER (*tulip glass*)

3/4 oz. of crushed Strawberries
2 #20 dippers of Peppermint Stick Ice Cream
3/4 oz. of crushed Pineapple
Garnish with whipped cream
Serve wafers on the side.

ORANGE AMBROSIA (*round dish*)

3 slices of Orange
Powdered Sugar (sprinkled over orange)
Shredded Coconut (sprinkled over orange)
1 #16 dipper of Vanilla Ice Cream
Top with whipped cream and lightly sprinkle with orange syrup.
Decorate with cherry.

ORANGE-BLUEBERRY (*tulip glass*)

1/2 oz. Blueberries
2 #20 dippers Vanilla Ice Cream
Surround with orange sections pointed from the edge of the glass toward center of Ice Cream. Put Blueberries between orange slices.
Top with whipped cream and a piece of orange or candied orange peel.

ORANGE BUDGET (*small tulip glass*)

1/2 oz. Orange syrup
1 #16 dipper Vanilla Ice Cream
1/2 oz. Orange syrup
Garnish with whipped cream and a cherry.

ORANGE PINEAPPLE (*crimp glass*)

1/2 oz. Orange Pineapple Topping
1 #20 dipper of Pineapple Ice Cream
1/2 oz. Orange Pineapple Topping
1 #20 dipper Pineapple Ice Cream
1/2 oz. Orange Pineapple Topping
Whipped Cream
Garnish with a whole Red Cherry.

ORANGE PINEAPPLE CHOCOLATE (*tulip glass*)

1/2 oz. Chocolate Topping
2 #20 dippers Orange Pineapple Ice Cream
1 oz. Chocolate Topping
Garnish with Whipped Cream and 1/2 Maraschino Cherry

PEACH BERRY (*tulip glass*)

1 #20 dipper Vanilla Ice Cream
Peach half; cavity side up
Crushed strawberries in the cavity
1 #20 dipper Vanilla Ice Cream
1/2 oz. of crushed strawberries
Garnish with sliced peaches
Whipped cream
Sprinkle with shredded coconut.

PEACH-BERRY-BISCO (*small tulip glass or paper service*)

5 or 6 Nabisco wafers surrounding Ice Cream
1 #12 dipper of Peach Ice Cream
1/2 oz. of crushed strawberries (over all)
Top with a spiral of whipped cream

PEACH CAKE (*round dish*)

3 squares or rounds of thin layers sponge or plain butter cake
Top with a good size portion of Ice Cream (Vanilla or Peach)
Surround with generous helping of sliced peaches
Top with Whipped Cream.

PEACHY PEACH (*paper sundae cup*)

1/2 peach
1 #16 dipper of Peach or Vanilla Ice Cream
Cover with peach melba sauce,
Garnish with whipped cream and red Cherry.

PEANUT BRITTLE SUNDAE

(*crimped dish*)
1/2 oz. crumbled Peanut Brittle
2 #20 dippers Vanilla Ice Cream
Cover with 1 oz. crumbled Peanut Brittle

PEANUT-LASSES (*tulip glass*)

1/2 oz. Peanut-lasses Topping
2 #20 dippers Vanilla Ice Cream
1 oz. Peanut-lasses Topping
Garnish with Whipped Cream and Cherry

PECAN MALLOW (*crimp glass*)

1/2 oz. Marshmallow
2 #20 dippers Vanilla Ice Cream
1 oz. Marshmallow
1 serving spoon salted Pecans
Garnish with Whipped Cream

PEPPERMINT MARSHMALLOW

(*junior crimp dish or paper service*)
1 #16 dipper Peppermint Stick Ice Cream
Top with 1 oz. Vanilla Marshmallow

PIKE'S PEAK (*crimp dish*)

1/2 oz. Chocolate Syrup
2 #20 dippers Chocolate Ice Cream
1 oz. Chocolate Syrup
Cover with shredded coconut. Top with whipped cream and a cherry.

PINE-A-BRITTLE (*tulip glass*)

1/2 oz. Pineapple-Peanut Brittle Mixture
2 #20 dippers Vanilla Ice Cream
1 oz. Pineapple-Peanut Brittle Topping
Whipped Cream, Cherry

PINEAPPLE (*crimp glass*)

1/2 oz. crushed pineapple
2 #20 dippers Vanilla Ice Cream
1 oz. crushed pineapple
Whipped Cream and a red cherry.

PINEAPPLE BOAT (*in split dish*)

2 Pineapple Spears—one on each side of dish
3 #30 dippers Vanilla Ice Cream
1 oz. Crushed Pineapple divided between center and end molds
Whipped Cream on each mold
Red Pineapple Cubes to top each end mold
Green Cherry to top center mold

PINEAPPLE BOUQUET (*ice cream bowl or round glass dish*)

1 Pineapple Ring
1 #30 dipper Vanilla Ice Cream
1 #30 dipper Strawberry Ice Cream
1 #30 dipper Chocolate Ice Cream
1 oz. crushed Pineapple (between molds)
1 soda spoon chopped Nuts over all
Garnish with Whipped Cream and Cherry

PINEAPPLE BUDGET (*junior tulip glass*)

1/2 oz. crushed Pineapple
1 #16 dipper Vanilla Ice Cream
1/2 oz. crushed Pineapple
Garnish with Whipped Cream and a Cherry

PINEAPPLE CHERRY (*crimp glass*)

1/2 oz. crushed Pineapple
2 #20 dippers Vanilla Ice Cream
1 oz. sliced Burgundy Cherries
Garnish with Whipped Cream and a Green Cherry

PINEAPPLE COMPOTE (*round dish or ice cream bowl*)

1 slice Pineapple
1 #20 dipper Vanilla Ice Cream
1 #20 dipper Pineapple Sherbet
1 oz. crushed Pineapple (between molds)
Sprinkle with Ground Nuts
Garnish with Whipped Cream

PINEAPPLE EGG NOG (crimp glass)

1/2 oz. Pineapple Dicettes
 1 #20 dipper Egg Nog or special Christmas Ice Cream
 1/2 oz. chopped Red Cherries
 1 #20 dipper Egg Nog or special Christmas Ice Cream
 1/2 oz. Green Pineapple Dicettes
 Garnish with Whipped Cream and a Cherry

PINEAPPLE NOUGAT (tulip glass)

1/2 oz. Nougat Creme Topping
 2 #20 dippers Vanilla Ice Cream
 1 oz. Nougat Creme Topping
 Red and Green Pineapple Cubes
 Garnish with Whipped Cream and a Red Cherry

PINEAPPLE PEAR (tulip glass)

1/2 oz. Pear-Pineapple combination
 2 #20 dippers Vanilla Ice Cream
 1 oz. Pear-Pineapple combination
 Garnish with a very small amount of Whipped Cream and a Pineapple Tidbit

PINEAPPLE PECAN (tulip glass)

1/2 oz. crushed Pineapple
 2 #20 dippers Buttered Pecan Ice Cream
 1 oz. crushed Pineapple
 Whipped Cream
 Garnish with Pecan Halves

PINEAPPLE RASPBERRY (crimp glass)

1/2 oz. crushed Pineapple
 1 #20 dipper Vanilla Ice Cream
 1/2 oz. crushed Red Raspberries
 1 #20 dipper Vanilla Ice Cream
 1 soda spoon crushed Pineapple on one side
 1 soda spoon crushed Red Raspberries on other side
 Top with Whipped Cream

PINEAPPLE RING (round ice cream bowl)

1 Pineapple Ring
 1 #16 dipper Vanilla Ice Cream
 1 oz. Butterscotch Topping
 1 soda spoon finely chopped Nuts
 Garnish with Whipped Cream
 Top with whole Brazil Nut or Cherry

PINEAPPLE SPEAR

2 Pineapple Spears in bottom of banana split dish
 1 #20 dipper Vanilla Ice Cream
 1 #20 dipper Strawberry Ice Cream
 1/2 oz. chocolate sauce over Vanilla Ice Cream
 1/2 oz. Crushed Pineapple over Strawberry Ice Cream
 Whipped Cream between molds
 Salted Cashew Nuts sprinkled over all
 Cherry—garnish on whipped cream

"PLUM NUTS"

Into a banana split dish, put two No. 24 dippers of Butter Pecan Ice Cream. Between each scoop of Ice Cream and at each end, place a whole fresh canned plum. Sprinkle with chopped nuts. Garnish center with whipped cream and green cherry.

POUND CAKE (on a plate)

1 slice toasted Pound Cake
 1 #20 dipper Ice Cream (any flavor desired)
 1/2 oz. crushed Strawberries
 Top with Whipped Cream

POWDER PUFF (crimp glass)

1/2 oz. Marshmallow
 2 #20 dippers Vanilla Ice Cream
 1 oz. Marshmallow
 1 whole white Marshmallow
 NOTE: A small inexpensive powder puff can easily be given away with this sundae.

PRALINE PECAN (silver dish)

1 #12 dipper Vanilla Ice Cream
 Whipped Cream
 Cover with broken Pralines (1/2 praline to a sundae)

RAINBOW TULIP (tulip glass)

1/2 oz. Mint Syrup
 1 #20 dipper Vanilla Ice Cream
 1/2 oz. crushed Strawberries
 1 soda spoon chopped Nuts
 1 #20 dipper Orange Sherbet
 Top with Whipped Cream and a Cherry

RASPBERRY (tulip glass)

1/2 oz. Black Seedless Raspberries
 2 #20 dippers Vanilla Ice Cream
 1 oz. Black Seedless Raspberries (over Ice Cream)
 Decorate with Whipped Cream

RASPBERRY-BANANA (round dish or paper service)

1 #10 dipper Vanilla Ice Cream
 1 oz. fresh Raspberries
 Sliced Bananas around edge of dish
 Garnish with Whipped Cream and a whole Raspberry

RASPBERRY HALF 'N HALF (tulip glass)

1/2 oz. Seedless Black Raspberries
 1/2 oz. Grape Nuts
 1 #20 dipper Vanilla Ice Cream
 1 #20 dipper of Raspberry Sherbet
 Cover with 1 oz. Raspberries
 Top with Marshmallow

RASPBERRY NUT DELIGHT (crimp glass)

1/2 oz. Marshmallow
 2 #20 dippers variegated Raspberry Ice Cream
 1/2 oz. Marshmallow
 4 whole Brazil Nuts

NOTE: Only 1 oz. of topping used for this sundae, due to use of variegated Ice Cream.

RED RASPBERRY (tulip glass)

1/2 oz. crushed Red Raspberries
 2 #20 dippers Vanilla Ice Cream
 1 oz. crushed Red Raspberries
 Whipped Cream and a Cherry or a whole Red Raspberry

RED RASPBERRY SURPRISE (tulip glass)

1/2 oz. Red Raspberries
 1 #20 dipper Raspberry Sherbet (or Orange Sherbet)
 1 #20 dipper Vanilla Ice Cream
 1 oz. Red Raspberries
 Garnish with Whipped Cream

RUBY ROSETTE (tulip glass)

1/2 oz. Red Cherry Syrup
 2 #20 dippers Vanilla Ice Cream
 Border of Whipped Cream
 7 red whole Maraschino Cherries (embedded in whipped cream)
 Garnish with one red Maraschino Cherry

SAN DIEGO (tulip glass)

2 #20 dippers Coconut Ice Cream
 4 or 5 Orange Slices
 Garnish with Whipped Cream and a Red Cherry

SAUCY APPLE (crimp sundae dish)

1/2 oz. Apple Sauce
 2 #20 scoops Vanilla Ice Cream
 1 oz. Apple Sauce
 Whipped Cream
 Sprinkle with Cinnamon

SCHOOL DAYS (junior glass or paper service)

1 #16 dipper Vanilla Ice Cream
 1 oz. Chocolate Sauce (over all)
 Salted Spanish Peanuts (over all)

SCOTCH LASSIE OR CHOCOLATE SCOTCH (tulip glass)

1/2 oz. Butterscotch Topping
 1 #20 dipper Chocolate Ice Cream
 1 #20 dipper Vanilla Ice Cream
 1 oz. Butterscotch Topping
 Top with Whipped Cream, and garnish with a Cherry

SCOTCH VANILLA (tulip glass)

1/2 oz. Butterscotch Topping
 2 #20 dippers Vanilla Ice Cream
 1 oz. Butterscotch Topping
 1 crumbled Vanilla Wafer
 1 soda spoon Whipped Cream
 1 Maraschino Cherry

SCOTCHY-CRISPY (junior sundae glass or paper service)

1 #16 dipper Butterscotch Ice Cream
 3 soda spoons of Rice Crispies
 Sprinkle Rice Crispies over all

SCOTCHY-RY (tulip glass)

1/2 oz. Butterscotch Topping
 2 #20 dippers Buttercrunch or Butter Pecan Ice Cream
 1 oz. Butterscotch Topping
 Decorate with whipped cream and top with 3 soda spoons puffed rice and a red cherry.

SHAMROCK SPECIAL (tulip glass)

1/2 oz. Green Pineapple Dicettes
 2 #20 scoops Vanilla Ice Cream
 1 oz. Green Pineapple Dicettes
 Garnish with Whipped Cream topped with a Green Cherry

SHAMROCK TULIP (tulip glass)

1/2 oz. Creme de Menthe Syrup
 or
 1/2 oz. Green Pineapple Dicettes
 2 #20 dippers Vanilla Ice Cream
 Whipped cream bordering the top layer. In this imbed 7 green maraschino cherries. Center an eighth cherry in the whipped cream.

SILVA SPOONE (tulip glass)

1/2 oz. Silva Spooone Topping
 2 #20 dippers Vanilla Ice Cream
 1 oz. Silva Spooone Marshmallow Topping
 Black Walnut Meats sprinkled over all
 Garnish with Whipped Cream and a red Maraschino Cherry

SLICED PINEAPPLE (round stem glass)

1 #12 dipper Vanilla Ice Cream
 1 slice Pineapple, cut in four pieces (over Ice Cream)
 Garnish with Whipped Cream and a Pineapple Cube

SNOWBALL (round dish)

1 #12 dipper Vanilla Ice Cream
 1 oz. Marshmallow
 Shredded Coconut over all
 Garnish with Whipped Cream and a Cherry

SNOW CAP (crimp glass)

1/2 oz. Marshmallow Topping
 2 #20 dippers Chocolate Ice Cream
 1 oz. Marshmallow Topping
 Top with Whipped Cream and a Red Cherry

SNOWWHITE (crimp sundae dish)

1/2 oz. Marshmallow Cream
 Small amount of shredded Coconut
 2 #20 dippers Vanilla Ice Cream
 1 oz. Marshmallow Cream
 Cover with shredded Coconut
 Garnish with a Red Cherry

SOAP BOX DERBY (banana split dish)

2 #20 dippers Chocolate Ice Cream
 Cover Ice Cream with Marshmallow

On sides of the Ice Cream place four round chocolate discs to represent wheels, one on the one dipper of Ice Cream to represent the steering wheel and one disc to represent spare tire.

NOTE: The chocolate discs, if you do not have them, can be purchased at almost any candy counter. They are called nonpareils.

SOUR CHERRY (tulip glass)

1/2 oz. Red Pitted Cherries
 2 #20 dippers Vanilla Ice Cream
 1 oz. Red Pitted Cherries
 Garnish with Whipped Cream and top with a whole Green Maraschino Cherry

SPICED NUTTED CHOCOLATE BON BON (tulip glass)

1/2 oz. heavy Chocolate Syrup
 2 #20 dippers Chocolate Ice Cream
 1 oz. heavy Chocolate Sauce, over which place assorted spiced, glazed, roasted Nuts
 Garnish with Whipped Cream and Cherry

ST. PAT'S SURPRISE (tulip glass)

Slice of Pear
 Slice of Mint Jelly
 2 #20 dippers Vanilla Ice Cream
 1/2 oz. Mint Syrup
 Whipped Cream
 Green Cherry

STRAWANNA (tulip glass)

1/2 oz. crushed Strawberries
 1 #20 dipper Strawberry Ice Cream
 1 #20 dipper Vanilla Ice Cream
 1/2 oz. crushed Strawberries
 Banana rosette around the edge
 Top with Whipped Cream and a whole Strawberry

STRAWBERRY (tulip glass)

1/2 oz. crushed fresh Strawberries
 2 #20 dippers Vanilla Ice Cream
 1 oz. crushed Strawberries
 Whipped Cream and a whole Strawberry

FRESH STRAWBERRY (tulip glass)

1/2 oz. Fresh Strawberry Topping
 2 #20 dippers Fresh Strawberry Ice Cream
 1 oz. Fresh Strawberry Topping
 Top with soda spoon Vanilla Ice Cream and a whole ripe Strawberry

STRAWBERRY BUTTERSCOTCH (tulip glass)

1/2 oz. Butterscotch Topping
 2 #20 dippers Strawberry Ice Cream
 1 oz. Butterscotch Topping

Garnish with a Cherry
 NOTE: Either hot or cold butter-scotch may be used for this sundae.

STRAWBERRY CARAMEL (tulip glass)

1/2 oz. Caramel Fudge
 1 #20 dipper Strawberry Fruit Ice or Sherbet
 1 #20 dipper Vanilla Ice Cream
 Cover with 1 oz. Caramel Fudge
 Garnish with a whole Maraschino Cherry

STRAWBERRY HAWAIIAN (crimp glass)

1 #20 dipper Strawberry Ice Cream
 3/4 oz. crushed Strawberries
 1 #20 dipper Vanilla Ice Cream
 3/4 oz. crushed Pineapple
 Garnish with Whipped Cream and a Candy Heart

STRAWBERRY MELBA (tulip glass)

1/2 oz. fresh sugared Strawberries
 2 #20 dippers Fresh Strawberry Ice Cream
 6 or 7 whole Berries surrounding top mold of Ice Cream
 Pink Whipped Cream
 Garnish with one whole Strawberry

STRAWBERRY NEWPORT

1 Soda spoon Whipped Cream
 1/2 ladle Fresh Strawberries
 1 large dipper Vanilla Ice Cream
 Cover generously with Fresh Strawberries
 Garnish with whipped cream and a whole Strawberry
 Place two nabisco wafers, partly submerged into dish.

STRAWBERRY PINEAPPLE (crimp glass)

1/2 oz. Green Pineapple Dicettes
 1 #20 dipper Vanilla Ice Cream
 1/2 oz. crushed Pineapple
 1 #20 dipper Strawberry Ice Cream
 1/2 oz. crushed Strawberries
 Run whipped cream through the center on top. In the center of the whipped cream, set a natural color pineapple cube. On one end, a green whole cherry; on the other end, a red whole cherry.

STRAWBERRY TOASTED PECAN (tulip glass)

1/2 oz. crushed Strawberries
 2 #20 dippers Vanilla Ice Cream
 1 oz. crushed Strawberries
 Top with Whipped Cream and a generous spoon of Toasted Pecans

STRAWBERRY SYRUP (junior sundae dish or paper service)

1 #12 dipper Vanilla Ice Cream
 Cover with 1 oz. Strawberry Syrup
 Garnish with one whole Strawberry

"SUGAR AND SPICE" (crimp glass)

1/2 oz. Maple Syrup
 2 #20 dippers Maple Nut Ice Cream
 1 oz. Maple Syrup
 Top with Whipped Cream
 Garnish with Pecan Half

SWEET CHERRY (tulip glass)

1/2 oz. Cherry Syrup
 2 #20 dippers Vanilla Ice Cream
 1 oz. Cherry Syrup
 4 halves of Bing or Sweet Cherries
 Garnish with a spoon of Cherry Ice Cream or Cherry Sherbet or Fruit Ice

SWISS CHOCOLATE PECAN (tulip glass)

1/2 oz. Swiss Chocolate Sauce
 1 #20 dipper Chocolate Ice Cream
 1 #20 dipper Vanilla Ice Cream
 1 oz. Swiss Chocolate Sauce
 Surround with Pecan Halves

SWISS CHOCOLATE NEWPORT (crimp dish)

1/2 oz. Swiss Chocolate Sauce
 2 #24 dippers Chocolate Ice Cream
 1 oz. Swiss Chocolate Sauce
 Decorate with whipped cream and sprinkle with chopped milk chocolate.

SYRUP PINEAPPLE (paper sundae cup)

1 #12 dipper Vanilla Ice Cream
 1 oz. Pineapple Syrup
 Garnish with Pineapple Cube, or a Red Cherry

TALK OF THE TOWN (banana split dish)

1 #30 dipper Strawberry Ice Cream
 1 #30 dipper Chocolate Ice Cream
 1 #30 dipper Vanilla Ice Cream
 1 lady finger (half at each end)
 Marshmallow over lady finger
 1/2 oz. green mint syrup over Vanilla Ice Cream
 1/2 oz. Strawberry Syrup over Strawberry Ice Cream
 1/2 oz. Orange Marmalade over Chocolate Ice Cream
 Chopped mixed nuts over all
 Whipped Cream between center and end molds
 Cherry on whipped cream

TAVERN CHERRY (crimp glass)

1/2 oz. Wild Cherry Syrup
 2 #20 dippers Vanilla Ice Cream
 1 oz. Cherry Syrup
 Decorate with Whipped Cream and top with 5 Tavern Cherries

TEENEY TWIST (banana split dish)

1 #20 dipper Chocolate Ice Cream
 1 #20 dipper Vanilla Ice Cream
 Over the center pour 1 1/2 oz. of either hot or cold Chocolate Fudge
 Top with Whipped Cream and a Red Cherry
 On each end place four Teeney Twist Salted Pretzels

THE "ALL AMERICAN" (crimp or tulip glass)

1/2 oz. white Marshmallow Topping
 2 #20 dippers Vanilla Ice Cream
 1 oz. white Marshmallow Topping
 2 soda spoons of crushed or sliced bright red Maraschino Cherries (on one side of dish over Marshmallow)
 2 soda spoons of fresh or frozen Blueberries (on the other side of the Marshmallow)

THE BOUQUET (ice cream bowl or round dish)

1 slice Pineapple
 1 #30 dipper Strawberry Ice Cream
 1 #30 dipper Chocolate Ice Cream
 1 #30 dipper Vanilla Ice Cream
 1 1/2 oz. crushed Cherries (over all)
 Sprinkle with Pecan Halves
 Decorate with Whipped Cream and a Cherry

TIGER SPECIAL (8 oz. glass)

1/2 oz. Orange Syrup
 1 #20 dipper Vanilla Ice Cream
 1 oz. Chocolate Sauce
 1 #20 dipper Chocolate Ice Cream
 1 slice Orange quartered (between each quarter slice insert a chocolate covered Almond)
 Garnish with Whipped Cream and red Maraschino Cherry
 Stripe with Orange Syrup

TIN ROOF (seven oz. glass)

1 #20 dipper Vanilla Ice Cream
 1/2 oz. Marshmallow
 1 #20 dipper Vanilla Ice Cream
 1 oz. Chocolate Fudge
 Fill glass with small #1 Spanish Salted Peanuts

TINY TOT (round flat dish)

1 #16 dipper Vanilla Ice Cream
 1 oz. Chocolate Topping
 Place a few animal crackers around the edge of the dish and one on top of the Ice Cream.

TOASTED PECAN (crimp glass)

1/2 oz. Caramel Toasted Pecan Topping
 2 #20 dippers Vanilla Ice Cream
 1 oz. Caramel Toasted Pecan Topping
 Garnish with Whipped Cream and a Cherry

TOASTED PECAN COFFEE (tulip glass)

1/2 oz. Coffee Syrup
 2 #20 dippers Toasted Pecan Ice Cream
 1 oz. heavy Coffee Syrup (over Ice Cream)
 1 soda spoon Chopped Pecans
 Garnish with a very small spiral of Whipped Cream and a half pecan.

TOP HAT (crimp glass)

1/2 oz. Chocolate Syrup
 1 #20 dipper Vanilla Ice Cream
 1 soda spoon Chopped Nuts
 1 #20 dipper Chocolate Ice Cream
 1 oz. Marshmallow Topping
 Top with 1 whole Marshmallow, surrounded with 4 Pecan Halves

TOUCH DOWN (crimp glass)

1 chocolate covered Brazil Nut
 1 #16 dipper Butter Pecan Ice Cream
 1 oz. heavy Coffee Syrup
 Garnish with Whipped Cream
 Top with a Red Cherry
 NOTE: The chocolate covered Brazil nut is intended to represent the football; and, when the patron eating the sundae reaches the bottom of the glass, he has "made a touch-down."

TRAVERSE CITY (crimp glass)

1 oz. Traverse City Cherries
 2 #20 dippers Vanilla Ice Cream
 1/2 oz. Traverse City Cherries
 1 soda spoon Chopped Nuts
 Garnish with Whipped Cream

TROPICAL CHOCOLATE (crimp glass)

1/2 oz. Chocolate Topping
 1 #20 dipper Vanilla Ice Cream
 1/2 oz. crushed Pineapple
 1 #20 dipper Vanilla Ice Cream
 1/2 oz. Chocolate Syrup
 Surround with 5 slices of banana.
 Sprinkle with chopped nuts. Top with whipped cream and a cherry.

TROPICAL FRUIT (large flat bottom sundae dish)

A ring of Pineapple
 1 #30 dipper each of Chocolate, Strawberry and Vanilla Ice Cream
 1/2 oz. Chocolate Topping over the Vanilla Ice Cream
 1/2 oz. Marshmallow over the Chocolate Ice Cream
 1/2 oz. Strawberries over the Strawberry Ice Cream
 Top with Whipped Cream and Stem Cherry

TROPICAL NUT (tulip glass)

1/2 oz. Chocolate Syrup
 2 #20 dippers Vanilla Ice Cream
 1/2 oz. crushed Pineapple
 1/2 oz. Walnuts in Syrup
 Garnish with Whipped Cream and top with a Cherry

TWO TONE MOCHA NUT (tulip glass)

1/2 oz. Coffee Syrup
 1 #20 dipper Chocolate Ice Cream
 1 #20 dipper Coffee Ice Cream
 1 oz. Chocolate Fudge
 Sprinkle with Chopped Nuts
 Garnish with Whipped Cream and a Red Cherry

TWO TONE PINEAPPLE (tulip glass)

1/2 oz. crushed Pineapple
 1 #20 dipper Strawberry Ice Cream
 1 #20 dipper Pineapple Sherbet or Pineapple Ice Cream
 1/2 oz. crushed Pineapple
 Sprinkle with Chopped Nuts
 Garnish with Whipped Cream and a Pineapple Cube

TULIP CRANBERRY (junior tulip glass or paper service)

1 #16 dipper Vanilla Ice Cream
 Cover with special Cranberry Sauce
 Garnish with Whipped Cream and green candied Grapefruit Rind

VALENTINE (tulip glass)

1/2 oz. crushed Strawberries
 2 #20 dippers Vanilla Ice Cream
 1 oz. crushed Strawberries
 Top with whipped cream and decorate with 5 or 6 heart shaped candies or make your regular strawberry sundae, and after adding the whipped cream, decorate with 5 or 6 heart shaped candies.

VARI-GAY (tulip glass)

1/2 oz. Milk Chocolate Fudge
 2 #20 dippers Fudge variegated Ice Cream
 1/2 oz. Milk Chocolate Fudge
 Top with Whipped Cream and a Cherry

WAL-BERRY (tulip glass)

1/2 oz. Black Walnuts in Syrup
 2 #20 dippers Vanilla Ice Cream
 1 oz. fresh or frozen Blackberries
 1/2 oz. Walnuts in Syrup in center
 Garnish with Whipped Cream and a whole Blackberry

WHITE HOUSE (tulip dish)

1/2 oz. crushed or sliced Strawberries
 2 #20 dippers White House Ice Cream
 Cut circles or wheels of Bananas (about 1/3 of a banana). Place these around the Ice Cream, al-

most covering the top. Stream around this a small portion of marshmallow. Sprinkle with assorted ground nuts, top with whipped cream and a whole red or green stem cherry.

YULETIDE (round sundae dish)

Cover the bottom of the sundae dish with a generous portion of Whipped Cream
 Place a cone-shaped #16 dipper of Vanilla Ice Cream in the center of the Whipped Cream
 Cover with Green Coconut topped with a Red Cherry
 Decorate with small colored candies or cake decorations

BLACK AND WHITE (Twin dish)

1 #20 dipper vanilla Ice Cream
 1 #20 dipper of chocolate Ice Cream
 3/4 oz. of chocolate syrup (over vanilla ice cream). Sprinkle with chocolate shot and a red cherry.
 Sprinkle shredded coconut over the chocolate ice cream, and top with a cherry.

Between the molds of ice cream, a rosette of whipped cream sprinkled with chocolate shot.

BOY SCOUT (Twin sundae dish)

2 #20 dippers chocolate Ice Cream
 3/4 oz. marshmallow over one dipper
 3/4 oz. butterscotch over the other
 Garnish with whipped cream and top with a piece of peppermint candy

CHOCOLATE PEP TWIN (Twin dish)

1 #20 dipper of peppermint stick Ice Cream
 1 #20 dipper of chocolate Ice Cream
 3/4 oz. cold fudge over peppermint Ice Cream
 3/4 oz. Minted marshmallow sauce over chocolate Ice Cream
 Garnish with whipped cream in the center and a red cherry.

CHERRY FUDGE (HOT) (Twin sundae dish)

1 #20 dipper of vanilla Ice Cream
 1 #20 dipper of coffee Ice Cream
 1 oz. of Hot burgundy cherries over the vanilla Ice Cream
 1 oz. hot fudge over the Coffee Ice Cream
 Garnish with whipped cream and a cherry

CLIPPER (Twin dish)

1 #20 dipper of vanilla Ice Cream
 1 #20 dipper of strawberry Ice Cream

1/2 oz. crushed strawberries over vanilla Ice Cream

Chopped crystallized ginger over the strawberry ice cream

Over both mounds scatter a few ground English walnuts.

Through the center run a rosette of whipped cream and garnish with a whole red cherry.

DAINTY TWIN (Twin sundae dish)

1 #20 dipper of strawberry Ice Cream

1 #20 dipper of vanilla Ice Cream

Over the vanilla Ice Cream pour 3/4 oz. of strawberry crushed fruit.

Over the strawberry Ice Cream, 3/4 oz. chopped cherries.

Between the molds of Ice Cream, place a rosette of whipped cream.

Garnish with a pineapple cube.

DOUBLE FEATURE (Twin sundae dish)

1 #20 dipper of vanilla Ice Cream

1 #20 dipper of chocolate Ice Cream

Cover the vanilla Ice Cream with 3/4 oz. heavy chocolate sauce or cold chocolate fudge.

Cover the chocolate Ice Cream with 3/4 oz. marshmallow cream.

Sprinkle over both molds of Ice Cream chopped or ground nuts.

Between the molds of Ice Cream, rosette a little whipped cream and top with a cherry.

FUDGE SUNDAE (twin sundae dish)

1 1/2 oz. Shredded coconut (in bottom of dish)

1 #20 dipper of fudge variegated Ice Cream

1/2 oz. chocolate sauce over fudge variegated Ice Cream

1 #20 dipper of strawberry Ice Cream

1/2 oz. strawberries over strawberry Ice Cream

Whipped cream

1 Maraschino cherry

Between the molds of Ice Cream run a spiral of whipped cream.
 Decorate with a stemmed cherry.

GOLDEN GLOW (Twin dish)

2 #20 dippers any fruited Ice Cream or Vanilla Ice Cream

Cover generously with golden glow fruit salad

Between the molds of Ice Cream run the whipped cream

Garnish with a green cherry or Pineapple cube.

HOLIDAY (Twin sundae dish)

- 3 #24 dippers of vanilla Ice Cream
- 1 soda spoon of crushed red raspberries over one dipper of Ice Cream
- 1 soda spoon marshmallow and a rosette of whipped cream over center mold of Ice Cream
- 1 soda spoon of blueberries over the other dipper of Ice Cream

TANGO (Twin sundae dish)

- 1 #20 dipper of pineapple sherbet
- 1 #20 dipper of vanilla Ice Cream
- 1½ oz. of tangerine topping or tangerine puree
- Sprinkle with finely chopped nuts.
- Garnish with a spiral of whipped cream, and sprinkle with colored candy decorettes.

TWIN FUDGE (Twin sundae dish)

Place on one side of a twin sundae dish a #20 scoop of vanilla Ice Cream and on the other side, a #20 scoop of buttered pecan Ice Cream. Over the vanilla Ice Cream pour ¾ of hot fudge and over the buttered pecan Ice Cream ¾ oz. of hot caramel fudge. Decorate with a whole marshmallow on each mound.

TWIN HOT FUDGE RAISIN (Twin sundae dish)

- 2 #20 dippers of vanilla Ice Cream
- 1½ oz. fudge raisin topping
- Garnish between molds of Ice Cream with whipped cream and a red cherry.
- NOTE: Fudge raisin topping: Into the equivalent of a cup of hot fudge, add ½ cup seedless raisins. Keep in fudge warmer.

TWIN PEACH GLACE (Twin sundae dish)

- 2 peach halves
- 1 #20 dipper of orange sherbet (over 1 half)
- 1 #20 dipper of peach Ice Cream (over the other half)
- 1 oz. orange marmalade (in center)
- Top with whipped cream and a peach slice.

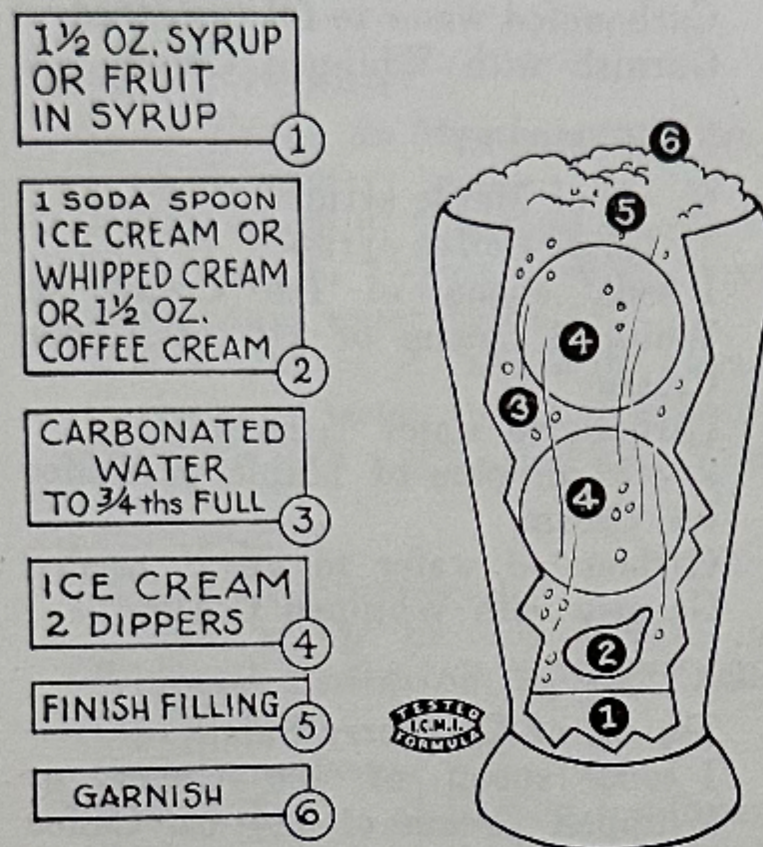
TWIN TIN ROOF (Twin sundae dish)

Place on one side of a twin sundae dish a #20 dipper of vanilla Ice Cream and on the other side, a #20 dipper of buttered pecan Ice Cream. Over the vanilla Ice Cream pour ¾ oz. of hot fudge and over the buttered pecan Ice Cream ¾ oz. of hot caramel fudge. Decorate with a soda spoon of salted peanuts on each mound.

ice cream sodas

In addition to the Ice Cream sodas illustrated in another section of this book we have assembled herewith a representative collection of Ice Cream soda formulas. All are to be made in the order in which ingredients are listed. Proportions are for the 14 ounce glass or paper service. Detailed instructions for following the basic formula will be found in the illustrated section.

The chart shows you how.



ANGOSTURA PINEAPPLE

- 1½ oz. of Pineapple syrup
- 1 soda spoon of Vanilla Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
- Carbonated water ¾ths full
- 2 #24 dippers of Vanilla Ice Cream
- 2 or 3 dashes of Angostura Bitters
- Carbonated water to fill if needed
- Garnish with Whipped Cream.

ANNIVERSARY

- 1½ oz. crushed pineapple
- 1 soda spoon of whipped cream or Ice Cream or 1½ oz. Coffee Cream
- Carbonated water ¾ths full
- 1 #24 scoop of Chocolate Ice Cream
- 1 #24 scoop of Vanilla Ice Cream
- Carbonated water to fill if needed
- Garnish with 1 soda spoon of whipped cream and a pineapple cube.

APPLE BLOSSOM

- 1½ oz. Apple syrup
- 1 soda spoon of whipped cream or Ice Cream or 1½ oz. Coffee Cream
- Carbonated water ¾ths full
- 2 #24 dippers of Vanilla Ice Cream
- Carbonated water to fill if needed
- Garnish with a spoon of whipped cream and a strip of fresh apple.

BANANA

- 1½ oz. simple syrup
- 1 soda spoon of whipped cream or Ice Cream or 1½ oz. Coffee Cream and 1/3 of a banana, mashed
- Carbonated water ¾ths full
- 2 #24 dippers Banana Ice Cream
- Carbonated water to fill if needed
- Garnish with Whipped Cream and a Cherry.

"BING" CHERRY

- 1½ oz. Bing Cherry syrup
- 1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
- Carbonated water ¾ths full
- 2 #24 dippers of Vanilla Ice Cream
- Carbonated water to fill if needed
- 1 sodaspoon of whipped cream
- Garnish with a whole Bing cherry.

BLACK COW

- 1½ oz. Root Beer syrup
- 1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
- Carbonated water ¾ths full
- 2 #24 dippers Vanilla Ice Cream
- Carbonated water to fill if needed
- Garnish with whipped cream.

BLUEBERRY

- 1½ oz. crushed Blueberries
- 1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
- Carbonated water ¾ths full
- 2 #24 dippers of Vanilla Ice Cream
- Carbonated water to fill if needed.
- Garnish with whipped cream.

BURGUNDY

- ¾ oz. Burgundy Cherry syrup
- ¾ oz. Crushed Burgundy cherries
- 1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
- Carbonated water ¾ths full
- 2 #24 dippers Cherry or Vanilla Ice Cream
- Carbonated water to fill if needed
- Garnish with Whipped Cream and a Burgundy Cherry.

CALIFORNIA

- ¾ oz. Pineapple syrup
- ¾ oz. Orange syrup
- 1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
- Carbonated water ¾ths full
- 1 #24 dipper Orange Sherbet
- 1 #24 dipper of Vanilla Ice Cream
- Carbonated water to fill if needed
- Garnish with Whipped Cream and half slice of fresh orange.

CHERRY

1½ oz. of Wild Cherry syrup
1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Cherry Fruited Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream and Cherry Rings if desired.

CHERRY BLOSSOM

1½ oz. of Cherry syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Vanilla or Cherry Ice Cream
Small amount of Crushed Cherries to side of glass
Carbonated water to fill if needed.
Garnish with Whipped Cream.

CHOCOLATE CREME DE MENTHE

1 oz. Chocolate syrup
½ oz. creme de menthe syrup
1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

CHOCOLATE MALTED

1½ oz. Chocolate syrup
½ soda spoon malted milk powder
1 spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of either Vanilla or Chocolate Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

CHOCOLATE PECAN

1½ oz. of Chocolate syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream and several Salted Pecan Halves.

CHOCOLATE SCOTCH

1½ oz. Butterscotch syrup
1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
1 #24 dipper Butter Pecan Ice Cream
1 #24 dipper Chocolate Ice Cream
Carbonated water to fill if needed
Top with Whipped Cream.

CHOCOLATE TWO-TONE

1½ oz. of Chocolate syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream

Carbonated water ¾ths full
1 #24 dipper of Vanilla Ice Cream
1 #24 dipper of Chocolate Ice Cream
Small amount of Chocolate syrup
Carbonated water to fill if needed
Garnish with Whipped Cream.

CHRISTMAS CHEER

1½ oz. Egg Nog syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Vanilla Ice Cream
Carbonated water to fill if needed.
Garnish with Whipped Cream.

COFFEE MAPLE

¾ oz. of Maple syrup
¾ oz. of Coffee syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Maple or Coffee Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

CRANBERRY SALAD

1½ oz. of Cranberry Salad
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed.
Garnish with Whipped Cream.

CREME DE MENTHE

1½ oz. of Creme De Menthe syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.
Decorate with a sprig of Mint.

DOUBLE PEACH

1½ oz. Crushed Peaches or Peach syrup
1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Peach Ice Cream
Carbonated water to fill if needed
Garnish with small amount of Peaches.

DOUBLE STRAWBERRY

1½ oz. Strawberry fruit
1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Strawberry Ice Cream
Garnish with Whipped Cream.

EGG NOG

1½ oz. Egg Nog syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Egg Nog Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

FROSTED PRETZEL

1½ oz. Raspberry syrup
1½ oz. Coffee Cream or 1 soda spoon of Whipped Cream or Ice Cream
Carbonated water ¾ths full
1 #24 dipper of Vanilla Ice Cream
1 #24 dipper of Raspberry Sherbet
Carbonated water to fill if needed
Insert straws, and hang a pretzel over.

FROSTED ROOT BEER

1½ oz. of Root Beer syrup
1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed.
Garnish with Whipped Cream.

"GINGER SNAP"

1½ oz. of Lemon syrup
1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Ginger Ale ¾ths full
1 #24 dipper of Orange Sherbet
1 #24 dipper Vanilla Ice Cream
Ginger Ale to fill if needed
Serve two ginger snaps on the side.

GLAMOUR (upside down)

2 #24 dippers of Vanilla Ice Cream
1½ oz. of Crushed Strawberries
Carbonated water to fill
Garnish with ¼ oz. Crushed Strawberries and Whipped Cream.

GOLDEN GLOW

1½ oz. of Lemon syrup
1 soda spoon whipped cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Orange Ice or Sherbet
Carbonated water to fill if needed
Garnish with a slice of Orange.

GOOD NEIGHBOR

1½ oz. of Coffee syrup
1½ oz. of Coffee Cream or 1 soda spoon of Whipped Cream or Ice Cream
Carbonated water ¾ths full
1 #24 dipper of Chocolate Ice Cream
1 #24 dipper of Vanilla Ice Cream
Carbonated water to fill if needed.
Garnish with Whipped Cream.

GRAPE FRUIT WITH SHERBET

1½ oz. Grape Fruit syrup
1½ oz. of Coffee Cream or 1 soda spoon Whipped Cream or Ice Cream
Carbonated water ¾ths full
2 #24 dippers of Orange, Lemon or Pineapple Sherbet
Carbonated water to fill if needed.

GRAPE JUICE

½ oz. simple syrup
1½ oz. Grape juice
1 soda spoon Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

"HALF 'N' HALF" RASPBERRY

1½ oz. of seedless Black Raspberries
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
1 #24 dipper Raspberry Fruit Ice or Sherbet
1 #24 dipper of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

HONEY-COFFEE

½ oz. of Strained Honey
1 oz. of Coffee syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Coffee Ice Cream
Carbonated Water to fill if needed
Garnish with a spoon of Whipped Cream or serve a pretzel on the side.

LA CONGA

¾ oz. of Orange syrup
¾ oz. of Lemon syrup
1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
1 #24 dipper of Pineapple sherbet
1 #24 dipper of Orange-Pineapple Ice Cream.
Carbonated water to fill if needed
Garnish with Whipped Cream.

LAND O' ERIN

1½ oz. Pistachio syrup
1 soda spoon Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Pistachio or Mint Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream and sprig of fresh mint or green cherry.

"LAVENDER" (crushed raspberry)

1½ oz. of crushed Black Raspberries
1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full

2 #24 dippers Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

MERRY CHRISTMAS

1½ oz. of green mint syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla or Pepper-Mint Stick Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.
Top with small ladle crushed red cherries

MINT RASPBERRY

½ oz. Creme de Menthe syrup
1 oz. Raspberry syrup
1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed
Decorate with a sprig of Fresh Mint.

MIXED FRUIT

1½ oz. of mixed fruit
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream, Top with a soda spoon of mixed fruit.

MOCHA

¾ oz. Coffee syrup
¾ oz. Chocolate syrup
1 soda spoon Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Chocolate or Coffee Ice Cream
Carbonated water to fill if needed.
Garnish with Whipped Cream.

NECTAR

1½ oz. of equal parts of Lemon, Orange, Pineapple and Grenadine syrups
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 scoops of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

ORANGE

1½ oz. of Orange syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
1 #24 dipper of Orange Sherbet
1 #24 dipper of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

ORANGE BLOSSOM

1½ oz. Orange syrup
1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Orange Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

ORANGE-BLUEBERRY

1 oz. Orange syrup
½ oz. Blueberries
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

ORANGE-PINEAPPLE

1½ oz. of Orange syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
Pineapple or Orange-Pineapple Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

PAN-AMERICAN

¾ oz. of Pineapple syrup
¾ oz. of Crushed Burgundy Cherries
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 scoops of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

FRESH PEACH

1½ oz. of Crushed fresh Peaches
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of fresh Peach or Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

PEACHY PEACH

1½ oz. of Peach Melba Sauce
1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Peach Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream and 1 spoonful of fresh sliced Peaches.

"THE PEOPLES CHOICE"

1½ oz. of Orange syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

PINE-ANA ICE CREAM SODA

1½ oz. of Pineapple syrup or crushed Pineapple
1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed
Top with Whipped Cream and 5 banana slices.

PINEAPPLE CHERRY

½ oz. Cherry syrup
1 oz. crushed Pineapple
1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

PINEAPPLE NUT

1½ oz. crushed Pineapple
1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Butter Pecan Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

PUFFED WHEAT

1½ oz. of Chocolate syrup
2 tablespoons of puffed wheat
1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Fine stream carbonated water to fill glass ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with puffed wheat and a little Whipped Cream.

RASPBERRY

1½ oz. of Red Raspberry Puree or Red Raspberries
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Raspberry Variegated Ice Cream or Vanilla or Raspberry Ice Cream
Carbonated water to fill if needed.
Garnish with Whipped Cream.

SAINT PATRICK'S

1½ oz. of Creme De Menthe syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla or Pistachio Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream
Decorate with a sprig of Mint.

SOUTHERN FRUIT

¾ oz. crushed Pineapple
¾ oz. crushed Strawberries
1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream

Carbonated water ¾ths full
2 #24 dippers Strawberry Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

STRAW-ANA ICE CREAM SODA

1½ oz. crushed Strawberries or Strawberry syrup
1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Strawberry Ice Cream
Carbonated water to fill if needed
Top with Whipped Cream and 5 banana slices

STRAWBERRY

1½ oz. of crushed Strawberries
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

STRAWBERRY CRUNCH

1½ oz. Strawberry syrup
1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Pecan Crunch or Butter Brickle Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

FRESH STRAWBERRY

1½ oz. Fresh Strawberries
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Fine Stream carbonated water ¾ths full
2 #24 dippers fresh Strawberry Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

FROSTED STRAWBERRY

1½ ounces Strawberry syrup (or crushed Strawberries)
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
1 #24 dipper of Strawberry Fruit Ice or Sherbet
1 #24 dipper of Strawberry Ice Cream (or Vanilla Ice Cream)
Carbonated water to fill if needed
Garnish with Whipped Cream.

STRAWBERRY NUT

1½ oz. Strawberry syrup or crushed fruit
1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Buttered Pecan Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

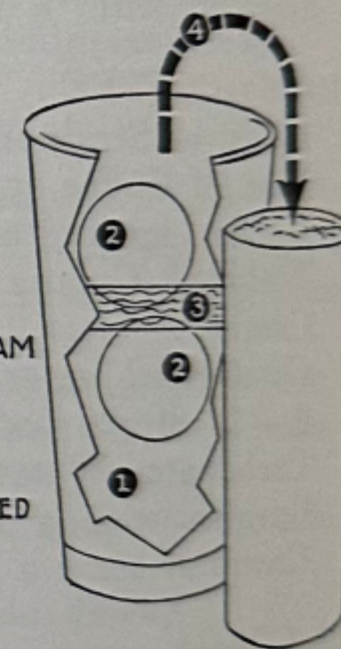
SUM-A THIS SUM-A THAT

3/8 oz. Vanilla syrup
3/8 oz. Orange syrup
3/8 oz. Pineapple syrup
3/8 oz. Lemon syrup
Dash of fresh Lemon juice
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream

WALDORF

1½ oz. Chocolate syrup
1 soda spoon Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
1 #24 dipper Butter Pecan Ice Cream
1 #24 dipper Chocolate Ice Cream
Carbonated water ¾ths full
Garnish with Whipped Cream.

milk drinks



- ① 6 OZ. COLD PASTEURIZED MILK
- ② 2 #24 DIPPERS ICE CREAM
- ③ 1½ OZ. SYRUP
- ④ POUR INTO A WHIPPED CREAM DOTTED THIN SHELL GLASS

BANANA

6 oz. cold pasteurized Milk
½ of a small sized fully ripe banana (cream through the banana cream-er)
1½ oz. of simple Syrup
2 #24 dippers of Vanilla Ice Cream
Blend well on mixer and serve in a thin glass. Top with a soda spoon of whipped cream.

BING CHERRY

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Cherry Syrup
4 to 6 fresh Bing Cherries (pitted and mashed)
Blend well on mixer. Serve in a thin shell glass with mixing cup on the side for overpour.

BLACK CHERRY

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Black Cherry Syrup
Sprinkle of Nutmeg

Blend thoroughly on mixer
1 soda spoon of Whipped Cream
(around side of glass)
Serve in a thin shell glass with
mixing cup at side for overpour.

BLACK COW OR ROOT BEER

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Root Beer Syrup
Blend thoroughly on mixer. Serve in
tall thin glass, with cookies at side.

BLACK RASPBERRY NOT SO SWEET

6 oz. cold pasteurized Milk
2 #24 dippers Black Raspberry Ice
Cream
1½ oz. White Karo Syrup or simple
Syrup
Mix 1 minute on mixer.

BROADWAY

6 oz. cold pasteurized Milk
2 #24 dippers Chocolate Ice Cream
1½ oz. Coffee Syrup
Blend thoroughly on mixer
Serve in thin shell glass.

BUTTERSCOTCH

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Butterscotch Fudge
Place on electric mixer long enough
to blend smoothly. Serve in thin shell
glass with wafers on the underlying
plate.

CHERRY

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Cherry Syrup
Blend well on mixer, serve in a thin
shell glass, with mixing cup on side
for overpour.

CHERRY CHOCOLATE

6 oz. cold pasteurized Milk
2 #24 dippers Chocolate Ice Cream
1½ oz. Cherry Syrup
Place on mixer until blended. Serve
in tall thin shell glass.

CHOCOLATE NOT SO SWEET

6 oz. cold pasteurized Milk
2 #24 dippers Chocolate Ice Cream
1½ oz. White Karo Syrup, or sim-
ple Syrup
Mix on mixer until blended, serve
in thin shell glass.

CHOCOLATE MINT FROST

6 oz. cold pasteurized Milk
2 #24 dippers Chocolate Mint Sher-
bet
1½ oz. Chocolate Syrup
Blend on mixer. Serve in thin shell
glass. Top with soda spoon Ice
Cream.

CHOCOLATE TANG

6 oz. cold pasteurized Milk
2 #24 dippers Orange Sherbet or
Fruit Ice
1½ oz. cold Chocolate Syrup
Place on mixer for thirty seconds
only. Pour into a tall thin shell glass
and serve with container on side.

CLARET FRAPPE

2 oz. cold pasteurized Milk
1½ oz. Claret Syrup
3 #24 dippers Vanilla Ice Cream
Place on mixer just long enough to
blend these ingredients into a
smooth mixture. Garnish with slice
of pineapple, a purple grape or a
cherry or a sprig of mint. Serve
straws and spoon on the side with
wafers or pretzels.

CRANBERRY

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Cranberry Salad
Whip until well mixed. Pour into a
thin glass and serve with mixing cup
at the side.
NOTE: Cranberry Salad: Grind
through the meat chopper one
pound of freshly washed,
clean cranberries and the skin
of one orange. Add one cup of
light corn syrup, one cup of
sugar and the juice of one
orange. Allow to stand in a
mixing bowl and stir well
before each service.

FRESH PEACH

6 oz. cold pasteurized Milk
2 #24 dippers of fresh Peach Ice
Cream
1½ oz. sliced or chopped fresh
Peaches
Place on mixer long enough to blend
all ingredients. Serve in a thin shell
glass with the container at the side.

FRESH STRAWBERRY

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla or Straw-
berry Ice Cream
1½ oz. crushed fresh Strawberries
Place on mixer until blended. Serve
in a whipped cream dotted thin
shell glass.

FROSTED CHOCOLATE

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Chocolate Syrup
Blend ingredients thoroughly on
mixer. Serve in a tall thin shell glass
with two or three chocolate wafers,
on the side.

FROSTED ORANGE

6 oz. cold pasteurized Milk
2 oz. fresh Orange Juice
2 #24 dippers Vanilla Ice Cream
1½ oz. simple Syrup

Place on mixing machine and allow
to mix thoroughly. Serve in thin
shell glass or paper service with two
orange flavored wafers.

FROSTED ROOT BEER

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. good Root Beer Syrup
Place on electric mixer long enough
to blend smoothly. Pour into tall
thin serving glass.

FROSTY SCOTCH

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Butterscotch Fudge
Blend on mixer into a smooth mix-
ture. Serve in a tall glass with wafers
on the underlying plate.

MILK SCOTCH HIGH BALL

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Butterscotch Syrup
Place on mixer and mix thoroughly.
Add just enough fine stream carbo-
nated water to partially carbonate
the entire drink. Serve in thin glass
with two scotch wafers.

MINTED

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Mint Syrup
Place on mixer until thoroughly
blended. Pour into service glass.
Top with crushed red and white
peppermint candy.

MOCHA MARSH

6 oz. cold pasteurized Milk
2 #24 dippers Chocolate Marsh-
mallow Ice Cream
1½ oz. Coffee Syrup
Place on electric mixer long enough
to blend smoothly. Serve in a tall
thin glass or paper service.

MOCHA MILK SHAKE FLOAT

3 oz. freshly made double strength
Coffee
3 oz. freshly made Cocoa (made
with milk)
2 scoops Cracked Ice
2 #24 dippers Coffee or Chocolate
Ice Cream
Blend on mixer. Pour into a thin
shell glass and top with 1 #24 dip-
per of chocolate Ice Cream.

ORANGE MILK PUNCH

4 oz. cold pasteurized Milk
2 #24 dippers Orange Sherbet
¾ oz. simple Syrup
1½ oz. fresh Orange Juice
Place on mixing machine until can
frosts on outside. Serve in 12 oz.
glass or paper cup.

ORANGE PINEAPPLE

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1 oz. Orange Syrup
1/2 oz. crushed Pineapple
Place on electric mixer long enough to blend smoothly. Serve in a tall glass. Garnish with a soda spoon of whipped cream. Serve nutmeg and cinnamon shakers at side.

PEACH

6 oz. cold pasteurized Milk
2 #24 dippers Peach Ice Cream
1 1/2 oz. simple Syrup
Mix well on mixer. Serve in tall thin shell glass or paper service.

PINEAPPLE BUTTERMILK

6 oz. cold cultured Buttermilk
2 #24 dippers Vanilla Ice Cream
2 oz. Pineapple Juice (canned)
Place on mixer until well blended. Serve in tall glass, with mixing cup at side.

PRUNE-BERG

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1 1/2 oz. Prune Juice
Place on mixer long enough to blend ingredients. Pour into thin shell glass. Top with an "iceberg" of whipped cream.

PURPLE COW

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1 1/2 oz. simple Syrup
1 1/2 oz. Grape Juice. Mix on mixer until well blended, serve in a tall thin shell glass.

RUSSIAN FROSTED MOCHA

6 oz. cold Milk
2 #24 dippers Chocolate Ice Cream
1 1/2 oz. simple Syrup
1 individual service of instant coffee powder. Mix on mixer until well blended. Serve in a tall thin shell glass.

ST. PATRICK'S COCKTAIL

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1 1/2 oz. Green Mint Syrup
Place on mixer and allow to whip until sides of mixer start to frost. Have ready a tall glass, whip against sides of the glass a soda spoon of green mint syrup. Pour mixture into this glass. Top with whipped cream and sprinkle with chopped nuts.

ST. PATRICK'S COCKTAIL

6 oz. cold pasteurized Milk
2 #24 dippers Strawberry Ice Cream
1 1/2 oz. White Karo Syrup or simple Syrup
Mix well on mixer. Serve in tall thin shell glass.

TUTTI FRUTTI

6 oz. cold pasteurized Milk
2 #24 dippers Strawberry Ice Cream
1 1/2 oz. Fruit Salad Mixture
Mix until thoroughly blended. Serve in a tall thin shell glass.

VANILLA WAFER

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1 1/2 oz. simple Syrup
Crumbled Vanilla Wafers
Blend all ingredients on mixer until smooth. Serve in a tall thin shell glass and garnish with a cherry and vanilla wafer crumbs. Serve with two vanilla wafers at the side if desired.

ZOMBIE

6 oz. cold pasteurized Milk
2 #24 dippers Chocolate Ice Cream
1 1/2 oz. simple Syrup
Mix well on the mixer. Pour into a 12 oz. glass. Decorate with chocolate shot.

BUTTER-NUT MALTED

6 oz. cold pasteurized Milk
2 #24 dippers Buttered Pecan Ice Cream
1 tablespoon Peanut Butter
1 1/2 oz. Vanilla Syrup
1 soda spoon or clip of Malted Milk
Place on mixer long enough to blend and serve in a tall thin glass.

CINNAMON ALMOND FLOAT

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
Dash of Cinnamon
1 1/2 oz. Almond Syrup
Place on mixer and allow to mix until all ingredients are smoothly blended. Pour into a tall thin shell glass and top with 1 #24 dipper of Vanilla Ice Cream. Garnish with ground almonds.

COFFEE MILK FLIP

6 oz. double strength chilled Coffee
1 #20 dipper Vanilla Ice Cream
Mix on mixer then pour into thin shell glass and add carbonated water until full.

CREME DE MENTHE FLOAT

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1 1/2 oz. Green Mint Syrup
Whip on mixer until thoroughly blended. Pour into a tall thin shell glass and top with 1 #24 scoop of green Ice Cream (either mint or Pistachio).

HONEY-CO MALTED

6 oz. cold pasteurized Milk
2 #24 dippers Coffee Ice Cream
1 oz. strained Honey

1 spoon Malted Milk Powder
Place on mixer long enough to blend into a smooth mixture. Serve in a whipped cream dotted glass with wafers on the side.

HOT COFFEE MALTED

6 oz. cold pasteurized Milk
1 1/2 oz. Coffee Syrup
1 #20 dipper Vanilla Ice Cream
1 soda spoon Malted Milk
Heat in hot cup, and mix to blend. Pour into mug or heavy glass. Top with whipped cream.

ICE CREAM FRUIT FLOAT

6 oz. cold pasteurized Milk
2 #24 dippers Fruit Sherbet or Fruit Ice
1 1/2 oz. Orange, Pineapple, or simple Syrup
Place on mixer long enough to blend smoothly. Pour into tall thin shell glass. Top with 1 #24 dipper vanilla Ice Cream.

PEANUT MILK FLIP

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1 tablespoon Peanut Butter
1 1/2 oz. Vanilla Syrup
Put on mixer until blended. Serve in thin shell glass topped with whipped cream. Sprinkle with nutmeg before serving.

PINEAPPLE MALTED FLIP

6 oz. cold pasteurized Milk
2 #24 dippers Pineapple Ice Cream
1 1/2 oz. crushed Pineapple
1 spoon Malted Milk Powder
Place on mixer long enough to blend into a smooth mixture. Serve in whipped cream dotted glass with wafers on the side.

TAFFY MALTED

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
3/4 oz. New Orleans Molasses
1 spoon Malted Milk Powder
Mix well on mixer. Serve in tall thin shell glass.

WHITE CAP MALT FLOAT

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1 1/2 oz. Chocolate Syrup
1 spoon or clip Malted Milk
Place on mixer until well blended. Pour into a tall glass. Top with 1 #24 dipper vanilla or chocolate Ice Cream. Cover with shredded coconut. Top with a cherry.

CRANBERRY-NOG

4 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
2 oz. Cranberry Juice
1 oz. simple Syrup
1 Egg
Place on mixer long enough to

blend. Serve in tall whipped cream dotted glass, mixing cup on side.

EGG FRUIT FLOAT

3 oz. Lemon or Orange Juice
5 oz. Water
1 dipper cracked Ice
1 Egg
1½ oz. Crushed Fruit (Raspberry, Strawberry or Pineapple)
Place on mixer until thoroughly blended. Serve in a tall thin glass in which 1 scoop cracked ice has been put. Top with 1 #24 dipper Vanilla Ice Cream. Spot with 1 soda spoon crushed fruit.

EGG-NOG

6 oz. cold pasteurized Milk
2 #24 dippers Egg Nog Ice Cream
1½ oz. Egg Nog Syrup
Leave on mixer long enough to blend thoroughly. Pour into a thin shell glass. Sprinkle with grated nutmeg and garnish with a cherry—if desired.

FROSTED FRUIT EGG FLIP

3½ oz. Pineapple Juice
3½ oz. Grapefruit Juice
1 Egg
2 #24 dippers Orange Sherbet
Blend on mixer. Serve in tall thin glass and garnish with a sprig of mint.

LEMON EGG

Juice of 1 Lemon
1 Egg
Sugar (to suit your taste)
Place on mixer until thoroughly blended. Pour through strainer into a glass, half filled with ice. Garnish with a slice of orange and cherry.

LEMON EGG FLIP

½ oz. Lemon Syrup
Dash of Angostura Bitters
1 Egg
2 #24 dippers Vanilla Ice Cream
1 ladle Marshmallow
Blend on mixer. Just before pouring, add a little fine stream carbonated water. Spot inside walls of 12 oz. glass with a spoon of whipped cream. Serve finished drink in this glass, wafers on the side.

NECTAR EGG NOG

6 oz. Milk
1½ oz. Nectar Syrup
1 Egg
2 #24 dippers Vanilla Ice Cream
2 dashes Ground Nutmeg
1 dash Ground Cinnamon
Blend on mixer
Serve in thin shell glass, line inside walls of glass with a spot of whipped cream. Serve wafers on the side.

PILOT'S PICK-UP

6 oz. Orange Juice
4 oz. cold pasteurized Milk
1 Egg
1 #20 Vanilla Ice Cream
Put on mixer and mix well. Small amount of simple syrup may be added for those who like a sweeter drink. Serve in a thin shell glass.

SILVER FIZZ

1 fresh Egg
1½ oz. Lemon Syrup
2 #24 dippers Pineapple or Lemon Sherbet (water ice may be substituted)
Place on mixer. When thoroughly mixed, pour into a thin shell glass and finish filling with coarse or fine stream of carbonated water. Top with a #24 dipper of vanilla Ice Cream.

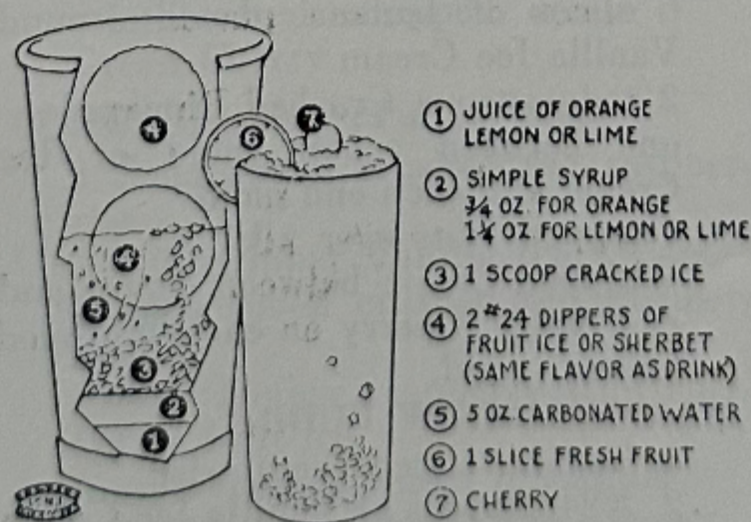
SUMMER BRACER

1 Egg
Dash of Lemon Juice
1 #24 dipper Orange Ice or Orange Sherbet
Leave on mixer until well blended. Pour into a thin shell glass. Fill glass with fine stream carbonated water
Garnish with a soda spoon of orange ice or orange sherbet and sprinkle with grated nutmeg.

SUNSHINE EGG DRINK

1 Egg Yolk
6 oz. cold pasteurized Milk
4 oz. Orange Juice
1½ oz. simple Syrup
1 #24 dipper Vanilla Ice Cream
Few grains Salt
Place on mixer until blended. Serve in tall thin glass.

freezes and floats



FRESH FRUIT LEMON FREEZE

Juice of ½ Lemon
1 oz. Simple Syrup
5 oz. Carbonated Water
2 oz. Finely Chipped Ice
2 #24 dippers Lemon Ice or Sherbet
Blend on mixer until thoroughly blended. Serve in a thin shell glass. Garnish with lemon slice and cherry.

FRESH FRUIT ORANGE FREEZE

Juice of 1 Orange
¾ oz. simple syrup
5 oz. Carbonated Water
2 oz. Finely Chipped Ice
2 #24 dippers Orange Ice or Sherbet
Blend on mixer until thoroughly blended. Serve in a thin shell glass. Garnish with an Orange Slice and a Cherry.

GRAPEFRUIT FREEZE

Juice of ½ grapefruit
1½ oz. simple syrup
2 #24 dippers pineapple or lemon sherbet or fruit ice
1 scoop cracked ice
5 oz. carbonated water
Place on mixer long enough to blend thoroughly. Pour into thin shell glass containing a scoop of cracked ice. If glass isn't full, fill with carbonated water.

MINTED GRAPE FREEZE

1 oz. Grape Juice
1 oz. Mint Syrup
Juice of ½ Fresh Lime
2 #24 dippers of Lemon or Pineapple Sherbet or Fruit Ice
5 oz. Carbonated Water
2 scoops of cracked ice.
Place on mixer until thoroughly blended. Into a tall glass, put a small dipper of finely chipped ice. Pour the sherbet mixture over the cracked ice. Garnish with sprig of Fresh Mint and Red Cherry.

RASPBERRY FREEZE

5 oz. Carbonated Water
2 #24 dippers Raspberry Ice
½ oz. Raspberry Syrup
Dash Phosphate
2 scoops of cracked ice
Blend ingredients on mixer until frosty cold. Serve in thin shell glass, in which 1 scoop cracked ice has been placed.
Garnish with a slice of fruit or a sprig of mint.

FROSTED ORANGE JUICE

6 oz. chilled Orange Juice—into a 10 oz. glass
Float into juice 1 #24 dipper Orange Sherbet or Orange Ice

GRAPE JUICE FLOAT

1½ ounces Grape Juice
1 ounce Simple Syrup
2 scoops cracked ice
5 oz. Carbonated Water

Place on mixer long enough to blend thoroughly. Pour into thin shell glass containing a scoop of cracked ice. Top with 1 #24 dipper of Pineapple Sherbet. If glass isn't full, fill with carbonated water. Garnish with a sprig of Mint

LEMON FREEZE FLOAT (thin shell glass)

Juice of 1 Lemon
1½ oz. Simple Syrup
1 Dipper Cracked Ice
2 #24 dippers of Fruit Sherbet or Fruit Ice
5 oz. Carbonated Water
Place on mixer until thoroughly blended. Pour into a tall glass. Top with 1 #24 dipper Lemon Sherbet or Fruit Ice. Garnish with a Sprig of Mint or a Cherry.

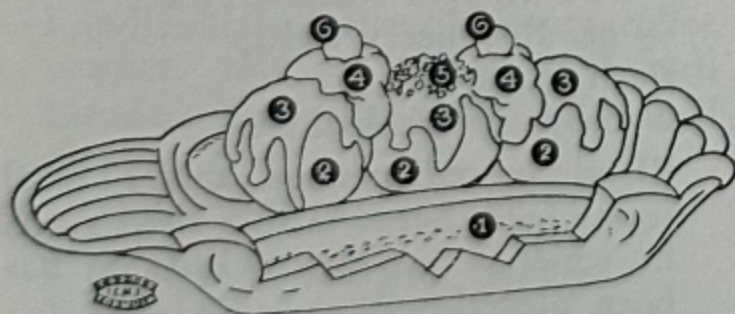
ORANGE FREEZE FLOAT

Juice of ½ Orange
Juice of ½ Lemon
2 #24 dippers Orange Sherbet or Fruit Ice
1½ oz. Simple Syrup
Place on mixer until thoroughly blended. Pour into a tall glass, top with 1 #24 dipper Orange Sherbet or Fruit Ice. Garnish with sprig of Mint or Slice of Orange or Pineapple Cube and a Red Cherry.

ROOT BEER FREEZE FLOAT

1½ oz. Root Beer Syrup
2 #24 dippers of Vanilla Ice Cream
5 oz. Carbonated Water
Place on mixer long enough to blend thoroughly. Pour into thin shell glass. Top with 1 #24 dipper of Vanilla Ice Cream. If glass isn't full, fill with carbonated water.

banana splits



- ① MEDIUM RIPE BANANA ④ WHIPPED CREAM
- ② 3 #24 DIPPERS ICE CREAM ⑤ GROUND NUTS
- ③ ½ OZ. EACH OF 3 TOPPINGS ⑥ CHERRY OR GARNISH

CHOCOLATE SCOTCH

1 Banana sliced lengthwise
3 #24 dippers Chocolate Ice Cream
½ oz. Heavy Chocolate Syrup over center mold of Ice Cream
1 oz. Butterscotch Syrup over the other two molds of Ice Cream
Whipped Cream between center and end molds of Ice Cream
Black Walnuts sprinkled over all
Red Pineapple Gem on each whipped cream mold

FRUIT SALAD

1 Banana sliced lengthwise
1 #24 dipper of Vanilla Ice Cream
1 #24 dipper of Chocolate Ice Cream
1 #24 dipper of Strawberry Ice Cream
Fruit Salad over all (1½ oz.)
Chopped or Ground Nuts over topping
Whipped cream between center and end molds
Garnish whipped cream with cherries.

FRUITED BANANA SPLIT

1 Banana sliced lengthwise
1 #24 dipper Chocolate Ice Cream
1 #24 dipper Vanilla Ice Cream
1 #24 dipper Strawberry Ice Cream
½ oz. Crushed Red Cherries
½ oz. Crushed Pineapple
½ oz. Crushed Strawberries
Whipped Cream
2 Whole Red Cherries
Pecan Halves

FRUITED NUT

1 Ripe Whole Banana sliced lengthwise
1 #24 dipper Vanilla Ice Cream (center)
2 #24 dippers Strawberry Ice Cream one at each side of Vanilla Ice Cream
1½ oz. Fresh Fruit Salad over all Ice Cream
6 Crisp Pecan Halves arranged on Ice Cream
Whipped Cream between center and end molds
Whole Cherries on whipped cream

GRIDIRON

Whole Banana sliced lengthwise and placed in banana split dish
1 #24 dipper Chocolate Ice Cream
1 #24 dipper Vanilla Ice Cream (center)
1 #24 Dipper Strawberry Ice Cream
6 slices of banana placed around Vanilla Ice Cream
2 soda spoons Crushed Pineapple—one between center mold of Ice Cream and each end mold
Chopped Nuts over all
Whipped Cream between center and end molds. Cherry on each Whipped Cream mold.

MARSHMALLOW FUDGE

1 Banana sliced lengthwise
2 #24 dippers of Vanilla Ice Cream
1 #24 dipper of Chocolate Ice Cream (center)
1 oz. chocolate fudge over Vanilla Ice Cream
½ oz. marshmallow over Chocolate Ice Cream
Chopped nuts over whole
Whipped cream between center and end molds
Cherry on whipped cream

PINEAPPLE CHOCOLATE

1 Banana sliced lengthwise
1 #24 dipper Vanilla Ice Cream (center)
2 #24 dippers Chocolate Ice Cream
½ oz. Strawberry Syrup over center mold
1 oz. Pineapple Syrup divided between end molds
Whipped Cream between center and end molds
Chopped Nuts over all

RASPBERRY

1 Banana sliced lengthwise
1 #24 dipper Raspberry Ice Cream
1 #24 dipper Chocolate Ice Cream
1 #24 dipper Orange Sherbet (center)
Orange syrup over all (1½ ounces)
Whipped cream between center and end molds
Cherry on whipped cream
Chopped nuts over all.

SPECIAL SPLIT

1 Banana sliced lengthwise
1 #24 dipper chocolate Ice Cream (center)
1 #24 dipper vanilla Ice Cream
1 #24 dipper Strawberry Ice Cream
½ oz. crushed pineapple over vanilla Ice Cream
½ oz. marshmallow over strawberry Ice Cream
½ oz. melba sauce over Chocolate Ice Cream
Garnish with whipped cream, ground nuts and a cherry.

STAR SPANGLED

1 Banana sliced lengthwise
1 #24 dipper Strawberry Ice Cream (in center)
2 #24 dippers Vanilla Ice Cream (One on each side of strawberry)
2 Soda spoons chopped cherries over 1 vanilla mold
2 Soda spoons blueberries over other vanilla mold
Whipped cream over center mold.
Chopped nuts sprinkled over the whole.

STRAW-ANA SPLIT

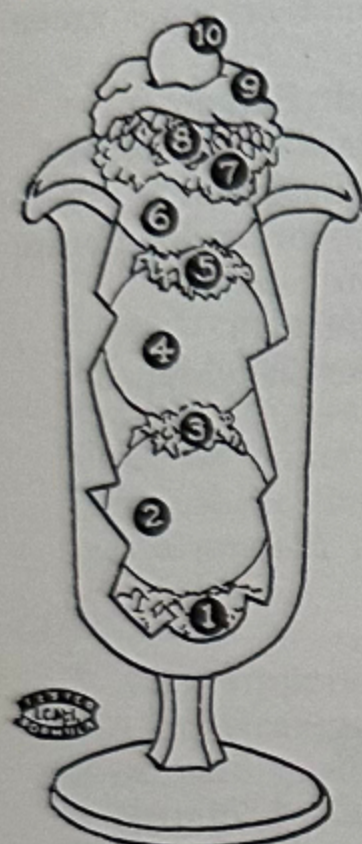
1 Banana sliced lengthwise
1 #24 dipper Vanilla Ice Cream (center)
2 #24 dippers Strawberry Ice Cream
1½ oz. Crushed or Sliced Strawberries over all
Chopped or Ground Nuts
Whipped Cream between center and end molds.

SWISS CHOCOLATE

1 Banana sliced lengthwise
2 #24 dippers Vanilla Ice Cream
1 #24 dipper Chocolate Ice Cream
1½ oz. Swiss chocolate sauce over

Vanilla Ice Cream
Whipped Cream over Chocolate Ice Cream
4 or 5 Pecan Halves on whipped cream
Nabisco Wafer at end near handle
Cherry on whipped cream
Chocolate decoettes over all.

parfaits



- ① 1 SODA SPOON SYRUP OR CRUSHED FRUIT
- ② 1 #30 DIPPER ICE CREAM
- ③ 1 SODA SPOON SYRUP OR CRUSHED FRUIT
- ④ 1 #30 DIPPER ICE CREAM
- ⑤ 1 SODA SPOON SYRUP OR CRUSHED FRUIT
- ⑥ 1 #30 DIPPER ICE CREAM
- ⑦ ½ SODA SPOON SYRUP OR CRUSHED FRUIT
- ⑧ 1 SODA SPOON OF NUTS OR NUTS IN SYRUP
- ⑨ WHIPPED CREAM
- ⑩ CHERRY

ALL STAR (Parfait glass)

1 Soda spoon crystallized ginger
3 #30 dippers Buttered Pecan Ice Cream
1 Soda spoon Ginger to top
Chocolate Shot—sprinkled over.

BANANA DAINTY (Parfait glass)

½ oz. Chocolate Syrup
¼ banana cut crosswise
1 #30 dipper Strawberry Ice Cream around banana
¼ banana cut crosswise
1 #30 dipper Strawberry Ice Cream around banana
Whipped Cream to top
Walnut Halves embedded in Whipped Cream
Red Cherry on top

BAR LE DUC (Parfait glass)

1 Sodaspoon Bar-Le-Duc (Currant Jelly)
1 #30 Dipper Vanilla Ice Cream
1 Sodaspoon Bar-Le-Duc
1 #30 Dipper Strawberry Ice Cream
1 Sodaspoon Bar-Le-Duc
1 #30 Dipper Vanilla Ice Cream
1 Sodaspoon Bar-Le-Duc
Whipped Cream
Bar-Le-Duc Garnish

BLACK CHERRY (Parfait glass)

Three or four black cherries
1 #30 Dipper Vanilla Ice Cream
3 black cherries
1 #30 Dipper Vanilla Ice Cream
3 black cherries

1 #30 Dipper Vanilla Ice Cream
3 black cherries
Whipped Cream
Cherry

CELEBRATION (Parfait glass)

1 Sodaspoon chop suey topping
1 #30 Dipper Butter Pecan Ice Cream
1 Sodaspoon chop suey topping
1 #30 Dipper Butter Pecan Ice Cream
1 Sodaspoon chop suey topping
1 #30 Dipper Butter Pecan Ice Cream
1 Sodaspoon chop suey topping
Whipped Cream
Red and Green Pineapple cubes.

CHERRY (Parfait glass)

1 Soda Spoon Cherry Juice Syrup
3 #30 dippers Vanilla Ice Cream
1 Soda spoon Black Crushed Cherries Between each mold of Ice Cream and on top of last mold.
Whipped Cream—to garnish
Whole cherry.

CHOCOLATE (Parfait glass)

1 Sodaspoon Chocolate Sauce
1 #30 Dipper Vanilla Ice Cream
1 Sodaspoon Chocolate Sauce
1 #30 Dipper Chocolate Ice Cream
1 Sodaspoon Chocolate Sauce
1 #30 Dipper Vanilla Ice Cream
1 Sodaspoon Chocolate Sauce
Whipped Cream
Chocolate Shot

CHOCOLATE MINT (parfait glass)

1 Sodaspoon mint-flavored whipped cream
1 #30 Dipper Chocolate Ice Cream
1 Sodaspoon mint-flavored whipped cream
1 #30 Dipper Chocolate Ice Cream
1 Sodaspoon mint-flavored whipped cream
1 #30 Dipper Chocolate Ice Cream
mint-flavored whipped cream
Green Cherry

CONY ISLAND (Parfait glass)

1 Soda spoon crushed red raspberries
1 #30 Dipper Vanilla Ice Cream
1 Soda spoon crushed red raspberries
1 #30 Dipper raspberry fruit sherbet or fruit ice
1 soda spoon crushed pineapple
1 #30 Dipper Vanilla Ice Cream
1 Soda spoon crushed red raspberries
Whipped cream
Cherry

FRUITED (or your Special Name) (Parfait glass)

1 Soda Spoon green Pineapple Cubes
1 #30 Dipper Vanilla Ice Cream
1 Soda Spoon Crushed Strawberries

1 #30 Dipper Chocolate Ice Cream
1 Soda Spoon Crushed Pineapple
1 #30 Dipper Vanilla Ice Cream
1 Soda Spoon Chopped Cherries
Whipped Cream Garnish
Nut Meats sprinkled over
Cherry on Top

FRUIT SALAD (Parfait glass)

3 #30 dippers Vanilla Ice Cream
Fresh Fruit Salad (1 soda spoon between each mold of Ice Cream)
Whipped Cream to garnish
Whole Blackberry—to top

FRUITED RAINBOW (Parfait glass)

1 Soda spoon green pineapple dicettes
1 #30 dipper Strawberry Ice Cream
1 Soda spoon chopped nuts
1 #30 dipper Chocolate Ice Cream
1 Soda spoon crushed cherries
1 #30 dipper Vanilla Ice Cream
1 Soda spoon crushed Strawberries
Whipped Cream—for garnish
Chocolate Noodles—Sprinkled over
Green Cherry on top

GINGER SNAP (Parfait glass)

1 Soda spoon Crystallized Ginger
1 #30 dipper of Butterscotch variegated Ice Cream
1 Soda spoon Crystallized Ginger
1 #30 dipper of Butterscotch variegated Ice Cream
1 Soda spoon Crystallized Ginger
1 #30 dipper of Butterscotch variegated Ice Cream
1 Soda spoon Crystallized Ginger
Whipped Cream Garnish
Cherry on top—serve with ginger snaps on the side

HAWAIIAN (Parfait glass)

1 Soda spoon chopped maraschino cherries
1 #30 Dipper Vanilla Ice Cream
1 Soda spoon of Crushed Pineapple
1 #30 Dipper Pineapple Sherbet or Fruit Ice
1 Soda spoon crushed pineapple
1 #30 Dipper Vanilla Ice Cream
1 Soda spoon crushed pineapple
Whipped Cream garnish
Flaked Almonds, sprinkled over

MATINEE FRUITED (Parfait glass)

1 Soda spoon green pineapple dicettes
1 #30 Dipper Strawberry Ice Cream
1 Soda spoon crushed strawberries
1 #30 Dipper Vanilla Ice Cream
1 Soda spoon green pineapple dicettes
1 #30 Dipper Strawberry Ice Cream
1 Soda spoon crushed strawberries
Whipped Cream—to garnish
Flaked Almonds sprinkled over all

MELBA (Parfait glass)

1 Soda spoon Raspberry Syrup
 1 #30 Dipper Vanilla Ice Cream
 Layer of Sliced Peaches
 1 #30 Dipper Vanilla Ice Cream
 Layer of Sliced Peaches—sprinkle with Raspberry Syrup
 1 #30 Dipper Vanilla Ice Cream
 Soda spoon Raspberry Syrup
 Whipped Cream Garnish
 Peach Slice on top

MINT DAINTY (Parfait glass)

1 Soda spoon crumbled green and white mint candy
 1 #30 Dipper Mint Stick Ice Cream or Vanilla Ice Cream
 1 Soda spoon crumbled green and white mint candy
 1 #30 Dipper Mint Stick Ice Cream or Vanilla Ice Cream
 1 Soda spoon crumbled green and white mint candy
 1 #30 Dipper Mint Stick Ice Cream or Vanilla Ice Cream
 1 Soda spoon crumbled green and white mint candy
 Whipped Cream Garnish
 Sprig of Mint on top

MOCHA (Parfait glass)

1 Soda spoon Coffee Syrup
 1 #30 Dipper Chocolate Ice Cream
 1 Soda spoon Chocolate Topping
 1 #30 Dipper Coffee Ice Cream
 1 Soda spoon Chocolate Topping
 1 #30 Dipper Chocolate Ice Cream
 1 Soda spoon Coffee Syrup
 Whipped Cream to garnish
 Chocolate shot over all
 Red cherry—to top

ORANGE (Parfait glass)

1 Soda spoon Orange Marmalade
 1 #30 Dipper Vanilla Ice Cream
 1 #30 Dipper Orange Sherbet
 1 #30 Dipper Vanilla Ice Cream
 3 sections of Orange wedge-shaped
 Whipped Cream Garnish
 Stemmed Cherry on top

ORANGE BLUEBERRY (Parfait glass)

1 Soda spoon chopped Blueberries
 1 #30 Dipper Vanilla Ice Cream
 1 Soda spoon Orange Syrup
 1 #30 Dipper Vanilla Ice Cream
 1 Soda spoon chopped Blueberries
 1 #30 Dipper Vanilla Ice Cream
 1 Soda spoon chopped Blueberries
 Chopped Nuts
 Whipped Cream Garnish
 Orange section on top

PEACH-A LADE (Parfait glass)

1 Soda spoon Orange Marmalade
 1 #30 Dipper Buttered Pecan Ice Cream
 1 Soda spoon Orange Marmalade
 1 #30 Dipper Buttered Pecan Ice Cream

1 Soda spoon Orange Marmalade
 1 #30 Dipper Buttered Pecan Ice Cream
 Four Peach Slices
 Whipped Cream Garnish

RAINBOW (Parfait glass)

1 #30 Dipper Red Raspberry Sherbet
 1 #30 Dipper Vanilla Ice Cream
 1 #30 Dipper Boysenberry Sherbet (or any blue sherbet)
 Whipped Cream—to top
 Whole Strawberry

STRAW-ANA (Parfait glass)

1 Soda spoon Crushed Strawberries
 1 #30 Dipper Strawberry Ice Cream
 2 slices Banana
 1 #30 Dipper Vanilla Ice Cream
 1 Soda spoon Crushed Strawberries
 1 #30 Dipper Strawberry Ice Cream
 4 slices Banana
 Whipped Cream Garnish
 Whole Strawberry on top

STRAWBERRY (Parfait glass)

1 Soda spoon Strawberry Syrup
 1 #30 Dipper Strawberry Ice Cream
 1 Soda spoon Strawberry Marshmallow
 1 #30 Dipper Vanilla Ice Cream
 1 Soda spoon Strawberry Marshmallow
 1 #30 Dipper Strawberry Ice Cream
 2 or 3 whole Strawberries
 Whipped Cream—to top

NOTE: Strawberry Marshmallow: 1 part undiluted crushed strawberry fruit—4 parts marshmallow topping. Blend thoroughly.

TRU-BLUE-BERRY (Parfait glass)

1 Soda spoon crushed Blueberries
 1 #30 Dipper Vanilla Ice Cream
 1 Soda spoon blueberries
 1 #30 Dipper Vanilla Ice Cream
 1 Soda spoon blueberries
 1 #30 Dipper Vanilla Ice Cream
 1 Soda spoon blueberries
 Whipped cream—for garnish
 Whole blueberry—top

THE "VARI-GAY" (Parfait glass)

1 Soda spoon crushed Raspberries
 1 #30 Dipper of Chocolate Fudge variegated Ice Cream
 1 Soda spoon crushed Raspberries
 1 #30 Dipper Raspberry variegated Ice Cream
 1 Soda spoon crushed Raspberries
 1 #30 Dipper Chocolate Fudge variegated Ice Cream
 1 Soda spoon crushed Raspberries
 Whipped cream garnish dotted with Raspberry syrup
 Cherry on top

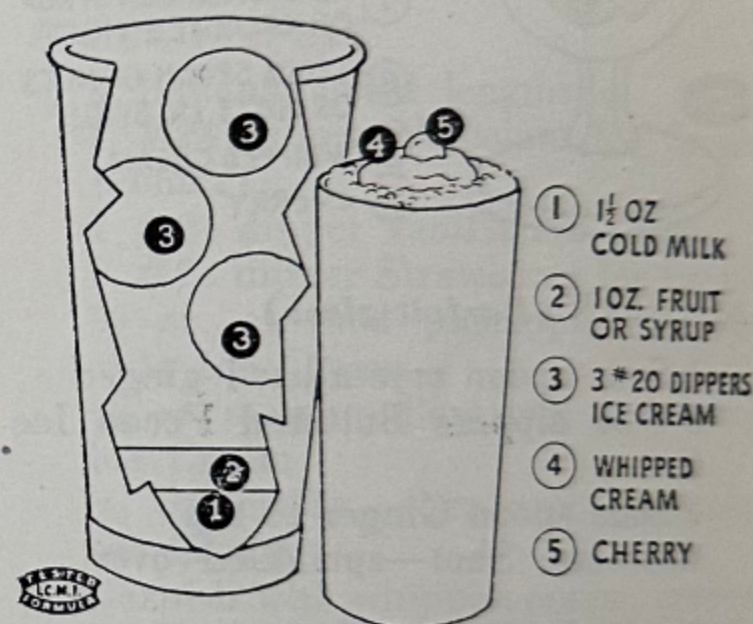
WINTER GARDEN (Parfait glass)

1 Soda spoon Honey
 1 #30 Dipper Strawberry Ice Cream

1 #30 Dipper Vanilla Ice Cream
 1 #30 Dipper Strawberry Ice Cream
 1 Soda spoon Honey
 Whipped Cream Garnish
 Place four pecan halves on top
 Top with red or green cherry

WORLD'S FAIR (Parfait glass)

1 Soda spoon Creme de Menthe syrup
 1 #30 Dipper Lime or some green sherbet
 1 Soda spoon Fruit Salad
 1 #30 Dipper Vanilla Ice Cream
 1 Soda Spoon Fruit Salad
 1 #30 Dipper Strawberry Ice Cream
 1 Soda spoon Fruit Salad
 Whipped Cream Garnish
 3 or 4 pecan halves in whipped cream

frappes**BANANA CREAM**

2 oz. Coffee Cream
 3 #20 dippers Vanilla Ice Cream
 1 oz. crushed Pineapple
 6 slices of Banana
 Place on mixer just long enough to blend these ingredients into a smooth mixture. Pour into thin shell glass. Top with shredded cocoanut and a red cherry.

CALIFORNIA STRAWBERRY

SMOOTH (Parfait glass)
 1 1/2 oz. crushed Strawberries
 3 #24 dippers Strawberry Ice Cream
 Whip together and pour into parfait glass.
 Whipped Cream to garnish
 1/2 soda spoon crushed strawberries trickled over Whipped Cream
 Whole Strawberry to top

CHOCOLATE MALTED

3 #20 dippers Vanilla Ice Cream
 1 1/2 oz. Chocolate Syrup
 3 oz. cold pasteurized Milk
 1 soda spoon Malted Milk
 Blend together thoroughly until smooth, either with a spatula or on a mixing machine. Pour into a serv-

ing glass, top with whipped cream and sprinkle with malted milk powder. Serve on a doily covered plate, with 2 wafers on the side.

CLARET

Into a mixing cup put $1\frac{1}{2}$ ounces claret syrup, 3 #20 dippers vanilla Ice Cream, 3 ounces cold pasteurized milk. Place on mixer just long enough to blend these ingredients into a smooth mixture. Pour into a thin shell glass, garnish with slice of pineapple, a purple grape or a cherry. Serve straws and spoon on the side with wafers or pretzels.

COFFEE FRAPPE

3 oz. freshly made Coffee
 $1\frac{1}{2}$ oz. simple Syrup
3 #20 dippers Vanilla Ice Cream
Place on mixer just long enough to blend these ingredients thoroughly into a smooth mixture.

COOKIE

3 #20 dippers Vanilla Ice Cream
 $1\frac{1}{2}$ oz. Orange Syrup
3 oz. cold pasteurized Milk
3 crumbled Vanilla Wafers
Blend all ingredients smoothly on the mixer or with spatula. Pour into thin shell glass, top with whipped cream, cover with very fine crumbs of vanilla wafers, and a red cherry. Serve on a doily covered plate, with 2 vanilla wafers on the side.

CREME DE MENTHE

$1\frac{1}{2}$ oz. Green Mint Syrup
3 #20 dippers Vanilla Ice Cream
3 oz. cold pasteurized Milk
Blend with spoon or on mixer.
Green Whipped Cream on inside of thin glass
Sprig of Fresh Mint stuck in glass
Green Cherry for garnish

FRISCO

1 oz. fresh Pineapple Juice
1 #20 dipper Vanilla Ice Cream
2 #20 dippers Pineapple Sherbet
3 oz. cold pasteurized Milk
Place on mixer long enough to blend these ingredients into a smooth mixture. Pour into a thin shell glass. Top with a pineapple cube, or a slice of orange.

FROSTED

3 oz. cold pasteurized Milk
3 #20 dippers Fruit Sherbet or Fruit Ice—any flavor
1 oz. Syrup (flavor to blend with sherbet)
Whipped Cream
Cherry
Blend until smooth with spatula or on mixer. Pour into thin shell glass. Top with whipped cream and a cherry.

FROSTY ORANGE

(in Parfait glass)

2 oz. Orange Juice
 $\frac{1}{2}$ oz. Lemon Juice
3 #20 dippers Orange Fruit Ice or Orange Sherbet
Blend with spatula or on mixer. Pour into parfait glass. Garnish with a slice of orange, or green cherry.

FRUIT CAKE

3 #20 Dippers of Egg Nog Ice Cream
1 ounce Orange Syrup
3 ounces cold pasteurized Milk
1 thin slice of crumbled Fruit cake
Blend all ingredients smoothly, with spatula or on mixer. Pour into thin shell glass, top with whipped cream, cover with very fine crumbs of Fruit Cake.

FRUIT FROSTY SHERBET

3 #20 dippers fruit sherbet or fruit ice
1 oz. syrup (same flavor as sherbet)
3 oz. cold pasteurized Milk
Blend until smooth with spatula or on mixer. Pour into thin shell glass. Top with a sprig of mint.

MALTED FROSTED "TIN ROOF"

3 #20 dippers Vanilla Ice Cream
1 ounce Marshmallow
1 ounce Malted Milk powder
3 oz. cold pasteurized Milk
Smooth until mixture is blended—but very thick. Pour into glass and cover with a good portion of salted peanuts.

MALTED NUT SMOOTH

3 # 20 dippers Vanilla Ice Cream
 $1\frac{1}{2}$ ounces chocolate syrup
1 ounce malted milk powder
Smooth until syrup and Ice Cream are blended—but mixture very thick. Pour into a glass and sprinkle with chopped nuts. Garnish with whipped cream and a cherry.

OUR TOWN

1 oz. Crushed Red Raspberries
3 #20 dippers Pineapple, Vanilla or Coconut Ice Cream
3 oz. cold pasteurized Milk
Blend until smooth with spatula or on mixer. Pour into thin shell glass. Top with whipped cream and a raspberry.

"PATS FRAP"

3 #20 dippers Vanilla or Pistachio Ice Cream
1 oz. Creme de Menthe Syrup
1 Soda Spoon Green Pineapple Dices
3 oz. Cold Pasteurized Milk
Blend until smooth with spatula or

on mixer. Pour into thin shell glass. Top with whipped cream and sprinkle with chopped nuts.

PLUM

$\frac{1}{2}$ oz. of Crushed Pineapple
 $\frac{1}{2}$ oz. of Chopped Canned Plums
1 # 20 dipper of Orange Fruit Sherbet or Fruit Ice
2 #20 dippers of Vanilla Ice Cream
3 oz. cold pasteurized Milk
Blend until smooth and serve in a thin shell glass, topped with whipped cream and a cherry.

MOCHA FRAPPE FLOAT

$1\frac{1}{2}$ oz. Chocolate Syrup
3 #20 dippers Chocolate Ice Cream
3 oz. freshly made Coffee thoroughly chilled
Mix until thoroughly blended. Pour into a thin shell glass and top with 1 #24 dipper Coffee or Vanilla Ice Cream
Garnish with Whipped Cream and finely crushed Vanilla Wafers (sprinkled over all)
Top with a Red Cherry

special drinks

CLARET COOLER

Juice of 1 Lime
 $1\frac{1}{2}$ oz. Claret Syrup
 $3\frac{1}{2}$ oz. Cracked Ice
Carbonated Water to fill glass $\frac{3}{4}$ ths full
Top with 1 #24 dipper Grape or Claret Sherbet
Garnish with a Sprig of Mint

COCA COLA COOLER

1 Dipper Orange Sherbet or Orange Ice
1 Bottle Coca Cola
Pour into an Ice Tea glass, and serve with straws.

COCA COLA FLOAT

$1\frac{1}{2}$ oz. of Coca Cola Syrup
2 scoops cracked ice
5 oz. Carbonated Water
2 #24 dippers Vanilla Ice Cream
Place on mixer long enough to blend thoroughly. Pour into thin shell glass and top with 1 #24 dipper Vanilla Ice Cream.

COFFEE COOLER

2 scoops Cracked Ice—in serving glass
5 oz. freshly made double strength Coffee—poured over ice
1 #24 dipper Vanilla Ice Cream floated in coffee
1 soda spoon Whipped Cream if desired

COFFEE NECTAR

4 oz. strong cold coffee
Dash angostura bitters
2 #20 dippers coffee Ice Cream
Place on mixer long enough to blend thoroughly. Pour over cracked ice in a tall glass.

FRUIT FROSTY FLOAT

5 oz. cold pasteurized Milk
1/2 oz. Orange or Pineapple Syrup
2 #24 dippers Orange or Pineapple Sherbet or Fruit Ice
Blend on mixer. Pour into a thin shell glass and top with 1 #24 dipper of vanilla Ice Cream.

FROSTED FRUIT CUP

Diced Fruit (fill fruit cup)
1 Small Dipper Sherbet to top
Garnish with a piece of fruit

FROSTED ORANGE

4 oz. cold pasteurized Milk
2 #24 dippers Orange Sherbet or Orange Fruit Ice
1/2 oz. Orange, Lemon, Pineapple or simple Syrup
Blend on mixer. Pour into a thin shell glass. Top with a soda spoon of Ice Cream and a cherry.

ICED MOCHA

5 ounces freshly made coffee
1 ounce Simple Syrup
1 #20 dipper Chocolate Ice Cream
Cracked Ice

MINT JULEP

1 1/2 oz. of Mint Syrup
Juice of 1 Lemon
1 scoop Crushed Ice
Dash of Angostura Bitters
5 oz. Carbonated Water
1 #24 dipper of Pineapple Sherbet
Place on mixer long enough to blend thoroughly. Pour into thin shell glass containing a scoop of cracked ice. If glass isn't full, fill with carbonated water. Garnish with Fresh Mint and Green Cherries.

ORANGE ICE COOLER

2 oz. of Fresh Orange Juice
2 #24 dippers Orange Ice
5 oz. Plain or Carbonated Water
2 oz. finely Chipped Ice
Blend ingredients on mixer until frosty cold. Serve in thin shell glass. Garnish with Orange slice and Cherry.

PLANTATION PUNCH

1 oz. Grapefruit Juice
1 oz. Pineapple Juice
1 Scoop Cracked Ice
1 #24 dipper Pineapple or Lemon Sherbet or Fruit Ice. Whip on mixing machine for about 1/2 minute. Pour over cracked ice in tall, thin glass. Garnish with a Pineapple cube.

RASPBERRY COOLER

1 1/2 oz. Raspberry Syrup
Juice of 1 Lemon
1 Scoop Cracked Ice
5 oz. Carbonated Water
1 #24 Dipper Orange Sherbet or Fruit Ice
Place on mixer until thoroughly blended. Into a tall glass, put a small dipper of finely chipped ice. Pour the sherbet mixture over the cracked ice. Garnish with Slice of Orange and a Cherry.

RASPBERRY FLIP

1 #24 dipper Raspberry Fruit Ice or Sherbet
4 oz. Pineapple Juice
2 scoops Cracked Ice
5 oz. Carbonated Water. Blend on mixer. Pour into a thin glass in which 1 scoop of ice has been placed. Sprig of Mint for garnish

RASPBERRY ICE COOLER

1/2 oz. Simple Syrup
2 #24 dippers Raspberry Ice
5 oz. Plain or Carbonated Water
2 oz. Finely Chipped Ice
Dash of phosphate
Blend ingredients on mixer until frosty cold. Serve in thin shell glass. Garnish with slice of fruit and sprig of Mint.

SOUTHERN JULEP

Juice of 1/2 Orange
Juice of 1/2 Lemon
Juice of 1/2 Lime
2 Scoops of Crushed Ice
1/2 oz. Simple Syrup
1 #24 Scoop Sherbet or Fruit Ice
Mix on mixer. Put 2 scoops cracked ice into a tall thin shell glass. Pour blended mixture over it. Add more water, if necessary. Garnish with 1/2 Maraschino Cherry and 1/2 Slice Orange

STRAWBERRY FROST

5 oz. cold pasteurized Milk
2 #24 dippers Strawberry Sherbet
1/4 oz. Simple Syrup
Blend on mixer until thoroughly blended. Serve in a thin shell glass, top with a soda spoon Ice Cream

TROPICAL FREEZE

1 1/2 oz. Pineapple Juice
1 #24 dipper of Lemon Sherbet or Lime Ice
5 oz. Carbonated Water
2 scoops Cracked Ice
Whip together about one-half minute, pour over cracked ice in tall thin shell glass. Add carbonated water to fill if needed. Garnish with Lime or Lemon Slice and a Pineapple Cube.

WITCH'S COLD BREW

8 oz. cold sanku coffee
1 1/2 oz. chocolate syrup
2 #24 dippers Chocolate Ice Cream
Place on mixer until blended. Serve in tall thin shell glass. Top with whipped cream.

WITCH'S HOT BREW

5 oz. hot sanku coffee
1 #24 dipper chocolate Ice Cream
Put into hot cup. Heat and mix until well blended. Pour into cup or mug. Top with whipped cream.

toppings and syrups

CARAMEL COCONUT TOPPING

1 part shredded coconut—3 parts caramel topping. Blend until thoroughly mixed.

CHOCOLATE VARIETIES:

BITTERSWEET CHOCOLATE TOPPING

3 lbs. Glucose
1 lb. Cocoa
1 gal. Condensed milk
Cook to good boil and when off fire add 5 lbs. marshmallow or nougat cream.

CHOCOLATE BUTTERNUT TOPPING

Mix 4 oz. peanut butter with 3 pints good chocolate syrup. Add the chocolate syrup gradually to the peanut butter, beating until well mixed to resemble creamy fudge. (For individual service, mix 1 teaspoonful peanut butter with 1 1/2 oz. chocolate syrup. Beat until smooth.)

CHOCOLATE WHIPPED CREAM TOPPING

Grated chocolate
Whipped cream
Melt 2 oz. of grated chocolate in 4 or 5 tablespoons of water, cook until smooth. Add to 1 qt. of whipping cream just before it is whipped enough to hold up.

RITZY RICH CHOCOLATE TOPPING

1 1/4 lbs. mild bittersweet cocoa
5 pints milk
6 lbs. sugar
1/4 teaspoon salt
Mix cocoa and sugar together dry. Put salt in milk and bring to boiling point. Gradually work in the cocoa-sugar mixture. Bring to boiling point, stirring constantly and boil about two minutes. Turn off heat, strain, put in covered container and cool rapidly.

SWISS CHOCOLATE TOPPING

2 lbs. XXXX Confectioner's sugar
(powdered sugar)
6 oz. Van Hutten or Rona Cocoa
1 pint coffee cream

Roll the powdered sugar and cocoa on a flat surface, preferably a cutting board covered with wax paper, until all the lumps in the sugar have disappeared. Add to this 1 pint regular coffee cream. Whip with egg whipper until perfectly smooth. Add $\frac{1}{2}$ teaspoon vanilla extract and whip again.

FRUITED VARIETIES:

CHOP SUEY

Chop and mix thoroughly:

$\frac{1}{2}$ lb. seeded raisins
1 lb. mixed dry nuts
 $\frac{1}{8}$ lb. shredded coconut
 $\frac{1}{8}$ lb. candied pineapple
 $\frac{1}{8}$ lb. citron
 $\frac{1}{4}$ lb. dates
 $\frac{1}{4}$ lb. figs

Sprinkle with cinnamon. Add equal parts of maple and cherry syrup. Make a mixture of proper serving consistency. Add a dash of port and sherry wine, to improve the flavor.

CRANBERRY SALAD

Grind through the meat chopper one pound of fresh-washed, clean cranberries and the skin of one orange; add one cup of light corn syrup, one cup of sugar and the juice of one orange. Allow to stand in a mixing bowl about two hours before use, and stir well before each service.

NOTE: Where crushed pineapple is available, one cup added to the above makes a particularly fine sundae topping.

FRUIT SALAD TOPPING NO. 1

(100 portions)
1 #2 $\frac{1}{2}$ can sliced Pineapple
1 #2 $\frac{1}{2}$ can Bartlett Pears
1 #2 $\frac{1}{2}$ can Peach Halves
1 lb. White Seedless Grapes (or 2 #1 cans)
 $\frac{1}{4}$ lb. marshmallows
5 Apples (medium size)
5 Oranges (176)
3 Bananas (medium size)
 $\frac{1}{4}$ cup chopped Maraschino type cherries
 $\frac{1}{4}$ cup chopped green cherries
 $\frac{1}{2}$ lb. granulated sugar
Open canned fruit and drain, reserving juice, cut fruit into fairly small pieces and put in a large mixing crock. Quarter marshmallows or use midget marshmallows, stem and wash grapes. Pare apples and oranges, cut into small pieces, add to other fruit. Peel bananas, slice crosswise, adding to other fruit. Juice of two lemons added prevents

discoloration of fruits. Add sugar and all fruit juices with cut cherries and mix all well. Let stand in refrigerator two hours before using.

FRUIT SALAD NO. 2 (Golden Glow)

$\frac{1}{2}$ cup diced grapefruit
 $\frac{1}{2}$ cup sliced peaches
 $\frac{1}{2}$ cup diced pineapple
 $\frac{1}{2}$ cup diced orange
 $\frac{1}{2}$ cup diced red apple
 $\frac{1}{4}$ cup diced marshmallow
3 tablespoons fruit juice
 $1\frac{1}{2}$ cups sliced bananas
3 tablespoons simple syrup
Mix and store in refrigerator until well blended.

FRUIT SALAD NO. 3

2 oranges
2 bananas
2 apples
2 one-half inch slices of fresh pineapple
 $\frac{1}{4}$ lb. marshmallows
1 pear or 3 fresh apricots or $\frac{1}{4}$ lb. seedless white grapes
12 sweet dark red cherries
2 peaches
2 tablespoons sugar
1 tablespoon lemon juice
Peel and remove membranes from fruit and cut into small pieces. Pour lemon juice over the mixture, and sprinkle with the sugar. Cut marshmallows into small portions and add. Mix thoroughly and let stand two hours or more in a refrigerator before use.

NOTE: The above proportion yields about one quart of fruit salad mixture.

CAUTION: Keep cold. Make only a small quantity at a time.

HAWAIIAN MINT TOPPING

1 #2 can crushed Hawaiian pineapple
4 tablespoons glycerin
 $1\frac{1}{2}$ cups sugar
1 cup water
4 drops peppermint flavoring
Green coloring

Mix the pineapple, glycerin, sugar and water together and add enough coloring to make a delicate green. Simmer until slightly thickened (about 10 minutes). Then add peppermint flavoring to taste.

ORANGE PINEAPPLE TOPPING

Blend equal portions orange marmalade and simple syrup. Add 1 part prepared orange marmalade to 2 parts crushed pineapple topping or canned crushed pineapple.

PINEAPPLE-STRAWBERRY TOPPING

1 qt. crushed strawberry topping
1 qt. crushed pineapple topping

Mix thoroughly together. If fresh fruit is desired, the proportion to use will be 2 qts. of fully ripe strawberries to 1 fully ripe fresh pineapple. When the fresh pineapple is used, pare, chop very fine or grind. Cover with $1\frac{1}{2}$ lbs. of granulated sugar. Place in a sauce pan and then over hot fire, stirring constantly, bringing it to a full, rolling boil. Cool and mix with prepared fresh strawberries.

MARSHMALLOW VARIETIES:

CARO MALLOW

Blend thoroughly 2 portions caramel topping with 1 portion marshmallow creme. Can be served hot or cold.

COFFEE MARSHMALLOW

Combine 1 part coffee syrup with 3 parts marshmallow topping. Whip until thoroughly blended.

FRUITED MARSHMALLOW

This is made by mixing together thoroughly, one part of any popular preserved fruit topping to three parts of marshmallow creme.

FUDGE MALLOW

Fudge Mallow is made by blending together two portions of Chocolate Fudge Topping to one portion marshmallow creme. Place in the fudge warmer and serve hot.

MAPLE MALLOW

To 1 qt. of marshmallow creme, add $\frac{1}{4}$ oz. good quality maple extract, whip the flavor thoroughly into the marshmallow.

MINTED MARSHMALLOW

Add one part creme de menthe syrup to three parts marshmallow creme. Whip thoroughly until the minted syrup has been smoothly blended in the marshmallow and the color uniform. Place in a fruit jar or covered fruit bowl at fountain.

PEANUT MALLOW

In equal proportions, mix marshmallow creme and peanut butter until well blended.

RASPBERRY MALLOW

1 pt. crushed black raspberries
1 qt. marshmallow creme
Beat until well blended, stir well before use.

SCOTCH MALLOW

Blend thoroughly 2 portions of butterscotch topping with 1 portion marshmallow. Can be served hot or cold.

NUT VARIETIES:

HONEY WHIP MIX

To a half pound each of minced figs, minced dates, minced maraschino cherries, and 6 ounces of finely chopped nut meats, add 8 ounces of honey. Place in a fudge warmer. Serve hot.

Sauce may be served in individual containers.

MALTED PEANUT FUDGE TOPPING

Start with one-half soda glass of high grade chocolate syrup. Next add one soda spoon of malted milk powder. Then stir in thoroughly a sufficient quantity of high grade fine textured peanut butter to the consistency of fudge topping.

NOTE: Do not omit the malted milk powder as it has a tendency to take the sharp flavor away from the peanut butter. This topping can be made in large or small quantities and should be kept in a cool place.

NOUGAT FLUFF

6 parts nougat creme or marshmallow creme

1 part peanut butter

Whip thoroughly until blended into a smooth, fluffy mixture.

NUT SALAD TOPPING

Use equal portions by weight of the following nuts:

Pecan halves

Whole Brazils

Whole Filberts (Hazelnuts)

Cashews

Black Walnut halves

Blanched Almonds

Cover with heavy good quality maple syrup or simple syrup.

Mix thoroughly.

NUTTY RUM TOPPING

Either pecan or black walnut meats in syrup—as it comes from manufacturer—add a few drops of rum sauce and thin out with simple syrup on a 50-50 basis. Place in fudge warmer or double boiler—Serve hot.

PEANUT BUTTER TOPPING

Two cups sugar

One cup of water

One teaspoon salt

One-half cup peanut butter

Combine sugar, water and salt. Bring to a boil and cook over low heat five minutes. Cool, add peanut butter and blend until smooth. Yield: approximately one pint.

PEANUT BUTTER FUDGE TOPPING

To make peanut butter fudge topping, use 1 pint chocolate fudge topping, 1 pound peanut butter, and $\frac{1}{4}$ pound marshmallow.

PEANUT BUTTER HONEY TOPPING

2 tablespoons honey

3 tablespoons sugar

$\frac{2}{3}$ cup water

$\frac{1}{4}$ teaspoon salt

$\frac{1}{3}$ cup peanut butter

$\frac{1}{4}$ teaspoon vanilla

Combine honey, sugar, water, and salt. Bring quickly to a boil, and cook 2 minutes. Stir only until sugar is dissolved. Cool. Place peanut butter in bowl, add syrup gradually, whipping with rotary beater until smooth. Add vanilla. Store in covered jar in refrigerator until ready to use. Makes 1 cup.

PEANUT CRUNCH TOPPING

$\frac{1}{2}$ cup white sugar

$\frac{1}{2}$ cup water

$\frac{1}{4}$ tsp. vinegar

6 tablespoons Peanut Crunch brand peanut butter

Mix sugar, water, vinegar. Cover and boil 3 minutes. Add peanut crunch and cool.

Makes about 1 cup topping.

PEANUT 'LASSES CREAM

3 cups peanut butter

1 cup old-fashioned molasses

Mix peanut butter with molasses, and whip into a smooth cream. Keep in cool place, but do not store in refrigerator, as the mixture will harden. Whip with ladle each time you serve any.

PINE-A-BRITTLE

Stir $\frac{1}{2}$ cup crushed peanut brittle into 1 pint of crushed pineapple. Mix well, and store in a cool place.

TOASTED PECAN TOPPING

Blend together three portions of caramel sauce to one portion of toasted pecans. Pecan meats may be toasted by placing in a shallow pan in a cool oven, and heating until browned. Watch, as they burn easily.

TURKISH DATE TOPPING

To one pound of chopped and seeded dates, add 4 ounces finely chopped nut meats and 4 ounces chopped raisins.

Moisten with hot water and mix thoroughly with 3 ounces of orange syrup.

Heat in double boiler over low flame. Serve hot.

SYRUPS:

ALMOND SYRUP

Into a gallon of simple syrup put 2 ounces of almond extract. Stir thoroughly.

BITTERSWEET CHOCOLATE SYRUP

$1\frac{1}{4}$ lbs. cocoa

2 qts. water

5 lbs. sugar

$\frac{1}{2}$ tsp. salt

Mix cocoa and sugar together dry. Put salt in water and bring to boiling point. Add cocoa-sugar mixture and again bring to boiling point. Turn off the heat, whip smooth, strain, pour into covered container and chill rapidly.

CHOCOLATE SYRUP (2 gallon batch)

2 lbs. good quality cocoa

1 gal. water

10 lbs. sugar

1 level teaspoon salt

Mix cocoa and sugar together dry. Put salt in water and bring to boiling point. Gradually work in the cocoa-sugar mixture and bring back to boiling point, stirring constantly. Turn off heat, whip smooth, strain and put in covered container and cool rapidly.

HEAVY CHOCOLATE SYRUP

2 lbs. high quality cocoa

12 lbs. sugar

$\frac{1}{2}$ gal. milk

$\frac{1}{2}$ gal. water

1 level teaspoon salt

Mix cocoa and sugar together dry, put salt in water, add the milk, and bring to boiling point. Gradually work in the cocoa-sugar mixture and bring back to the boiling point, stirring constantly. Turn off the heat, whip smooth, add 1 ounce vanilla extract, strain, put in covered container and cool rapidly.

COFFEE SYRUP

5 qts. water

$1\frac{1}{2}$ lbs. coffee

pinch of salt

10 lbs. sugar (white & brown $\frac{1}{2}$ - $\frac{1}{2}$)

Have coffee ground fine. Place coffee in a drip funnel. Bring water to a boil—pour over coffee and let seep through. Add sugar and salt while coffee extract is warm. Will finish about 7 qts.

NECTAR SYRUP (1 Gallon syrup)

1 qt. lemon syrup

1 qt. strawberry syrup

1 qt. orange syrup

1 qt. grenadine (or raspberry) syrup

$\frac{1}{2}$ oz. fruit acid

Mix well and store in a cool place.

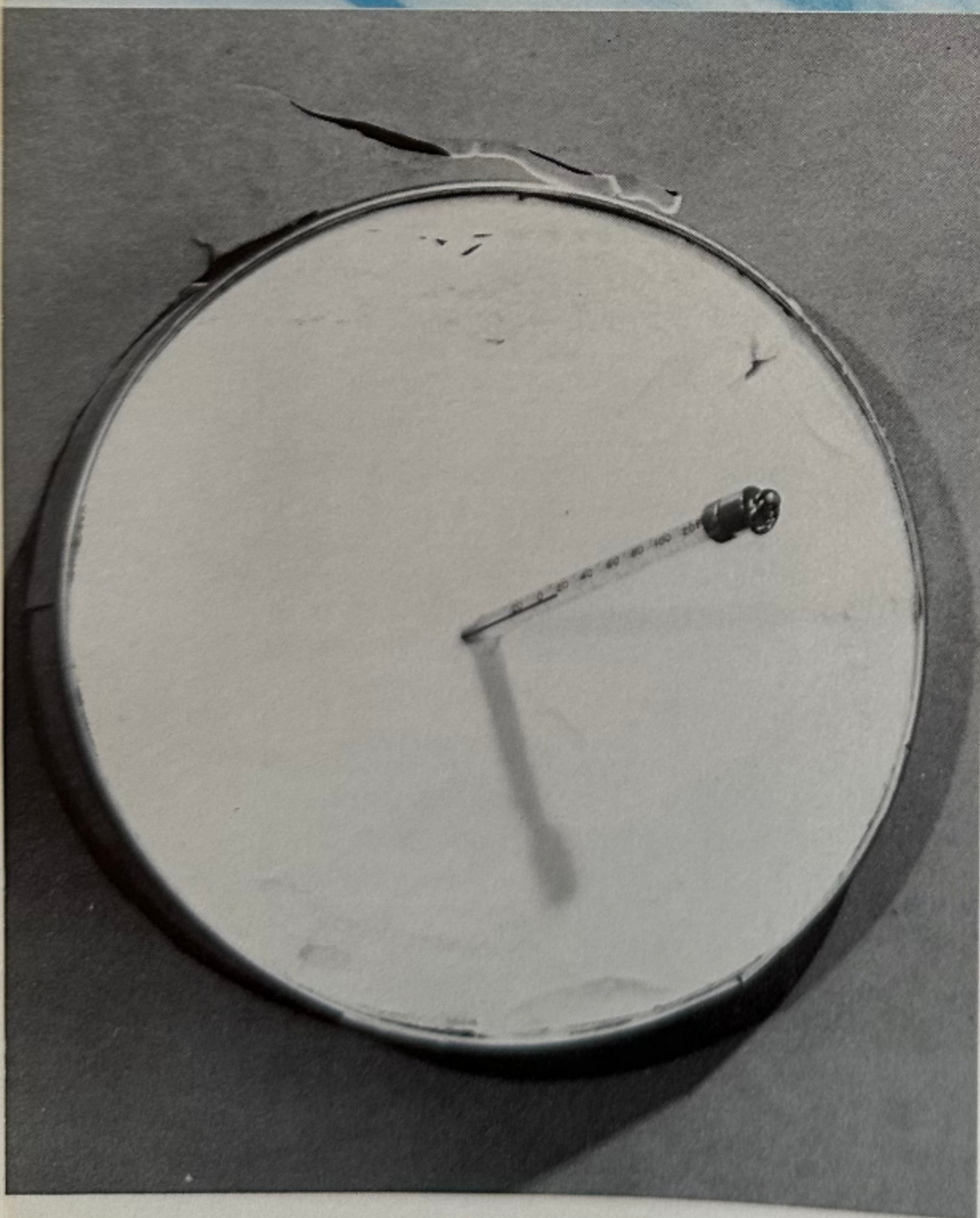
DIP AND PACK
Ice Cream

RIGHT

you'll get more . . .

per can yield • better looking portions • satisfied customers





To gain better per can yield and improve personnel efficiency, it is only natural that you need proper tools such as: Ice Cream can holders and running-water dipper well, dippers and spades, dipper pads and Ice Cream carton holders. The number of dippers and sizes you need, depend upon the Ice Cream services you are offering for sale. It is well to have more than one size dipper and a reserve stock for emergencies.

There are many different Ice Cream formulas made by many different firms. This results in Ice Cream of different body, and necessitates knowing individual brands to determine the best holding temperature. The average temperature of Ice Cream for the best dipping results is 8° F. to 12° F. Ice Cream should be firm enough to cut easily, not so hard that pressure is required to fill the dipper, not so soft as to cause undue shrinkage. Consult your Ice Cream manufacturer for correct temperature. Keep Ice Cream cabinet temperature set accordingly and occasionally check the Ice Cream temperature. This is done by placing a thermometer directly in the center of the Ice Cream.



No. 30. Too small for a dish of Ice Cream. 3 on moderately-priced banana split—4 for Ice Cream bowl—3 for parfaits.



No. 24. Too small for a dish of Ice Cream. Use for cone service—2 for Ice Cream soda or milk shake—3 for banana split.

"SIZING" UP YOUR DIPPER FOR MONEY'S WORTH PORTIONS

Loaning the homemaker a dipper for home service increases carry out sales.



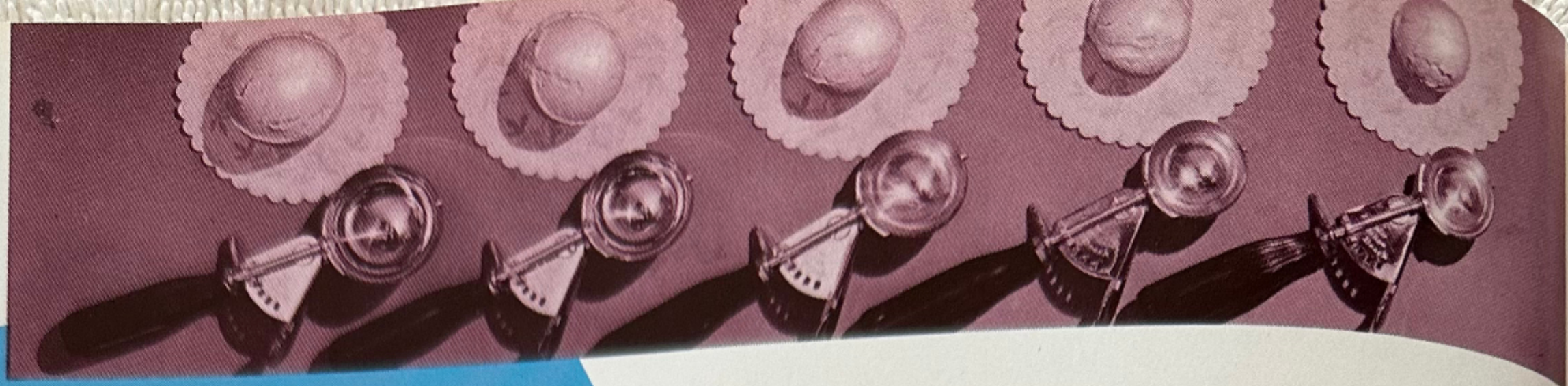
No. 20. Too small for a dish of Ice Cream. Use 1 for pie, cake, pudding with Ice Cream—2 for sundaes.



No. 12. Money's worth portion for a dish of Ice Cream. 1 for sundae in paper service or in round or stemmed dish.



No. 16. Good on table d'hôte meal for portion of Ice Cream or for sundae in paper service.

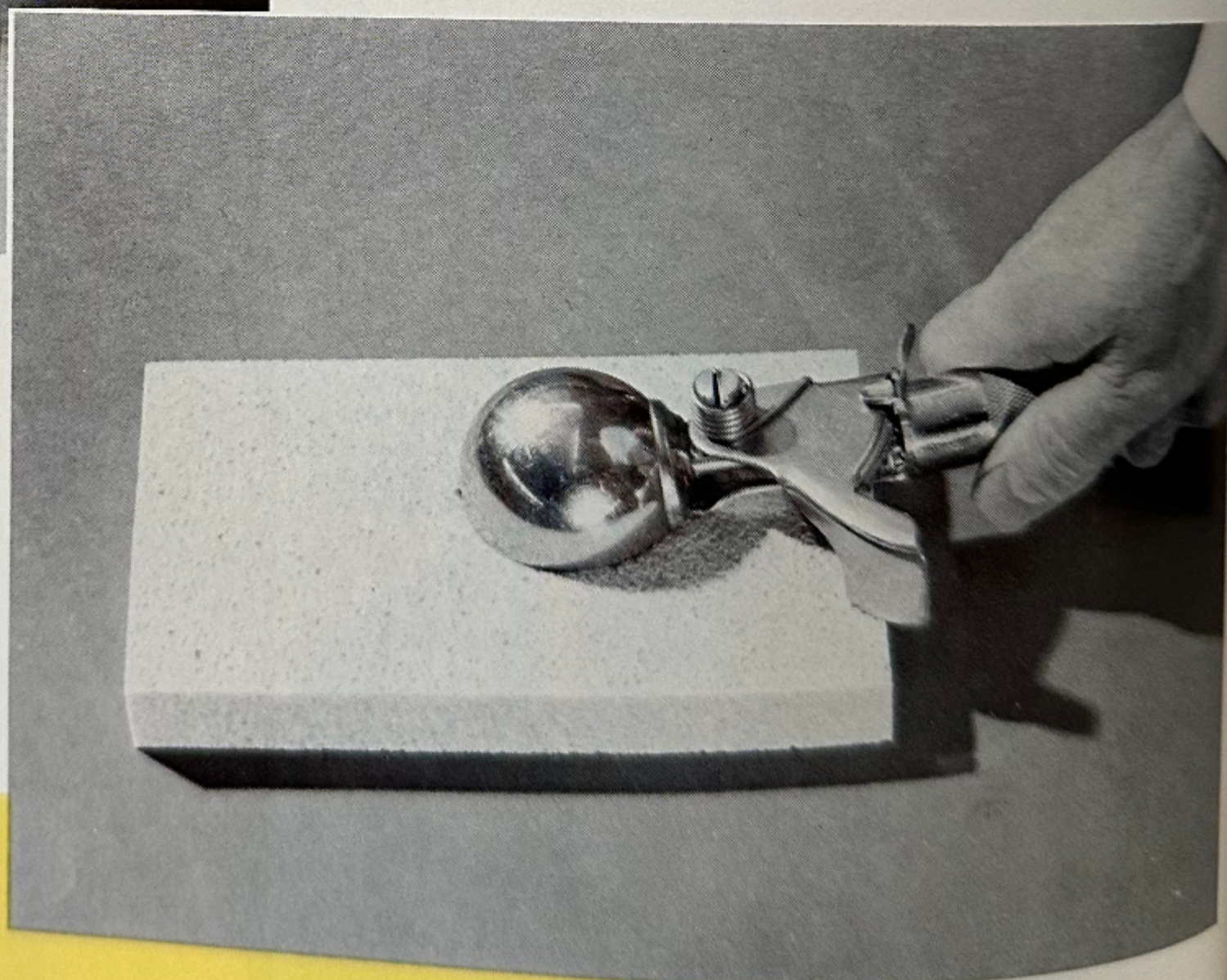


PORTION DIPPING... WITH MECHANICAL DIPPER



1. Handle dipping tools carefully. Check dipper to see that it is not bent, that edge is sharp, without nicks. If nicked, bent or dull, return to manufacturer for repair.

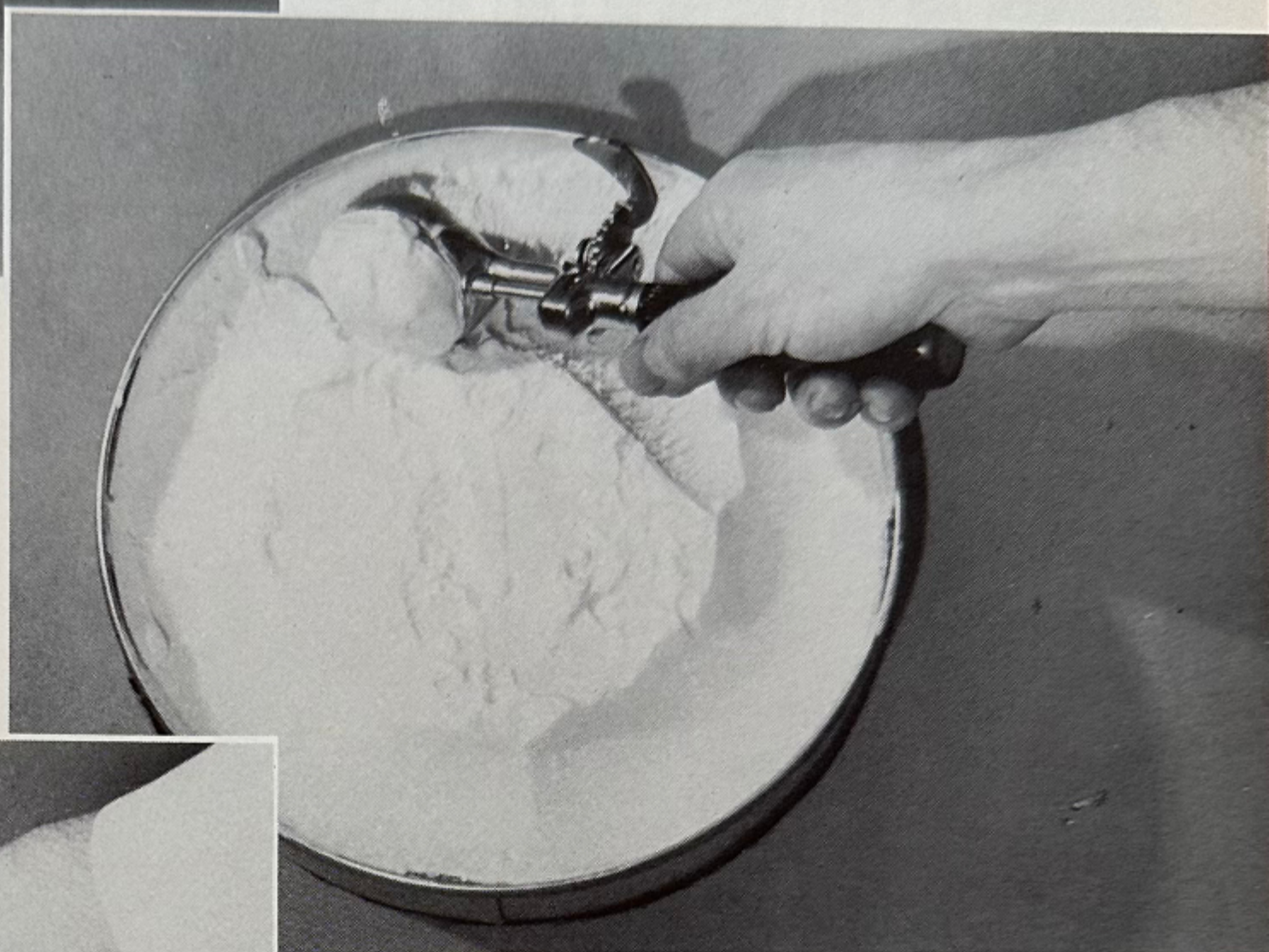
2. Tap the dipper on dipper pad to remove water and to prevent formation of ice crystals each time it is taken from the running-water dipper well.



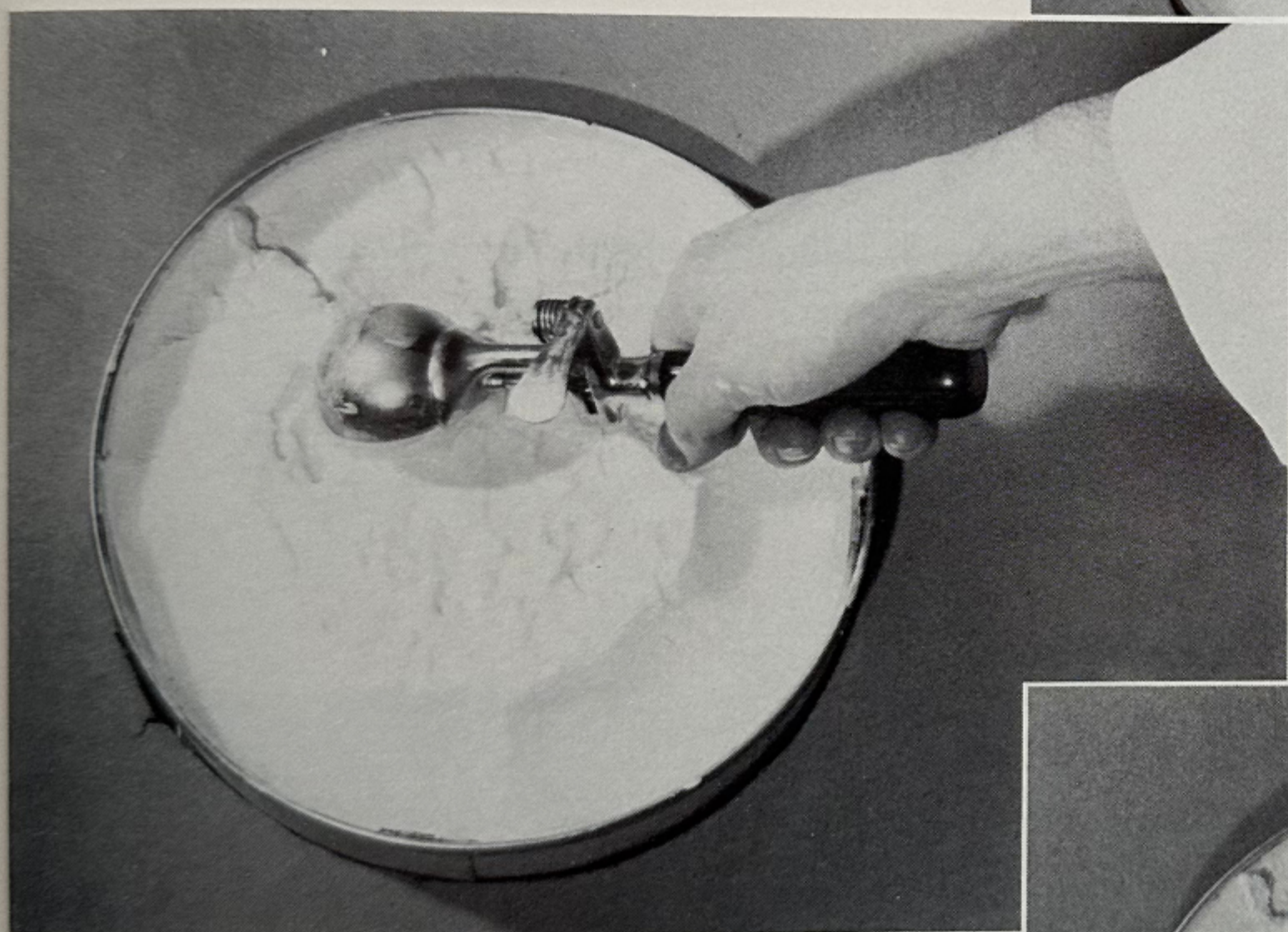
When dipping Ice Cream from square can, you follow the same procedure, excepting that the dipper is drawn straight across the surface of the Ice Cream. Succeeding dips are made in crosswise



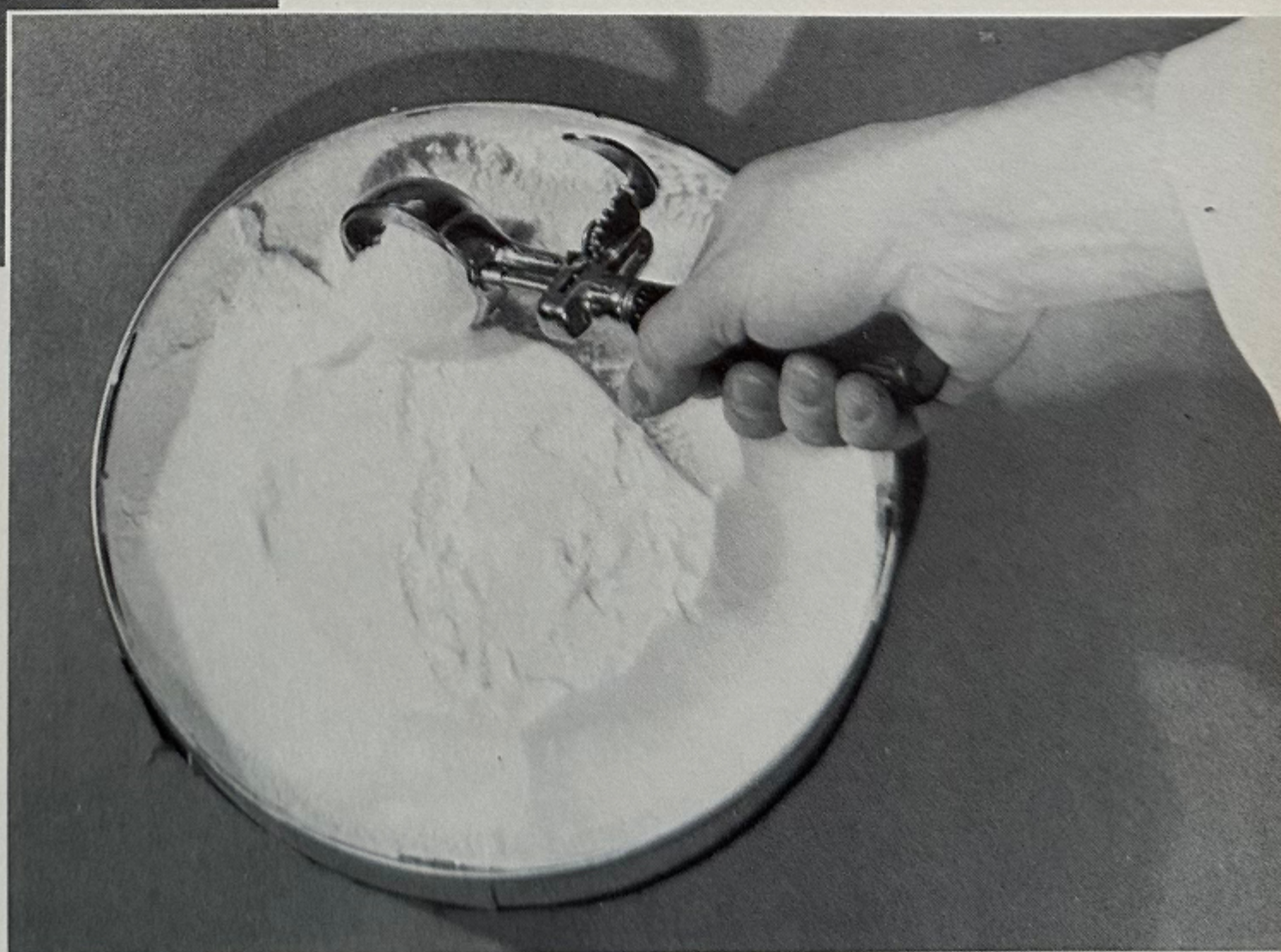
3. Start the dipper close to the wall of can, not deeper than one-half inch into the Ice Cream.



4. Draw the dipper in circular motion across surface of Ice Cream rolling into a smooth round ball until the dipper is full. Turn the dipper half over so bowl is up.



5. Cut off portion by drawing lightly across surface of Ice Cream whenever possible, so as to prevent compression.

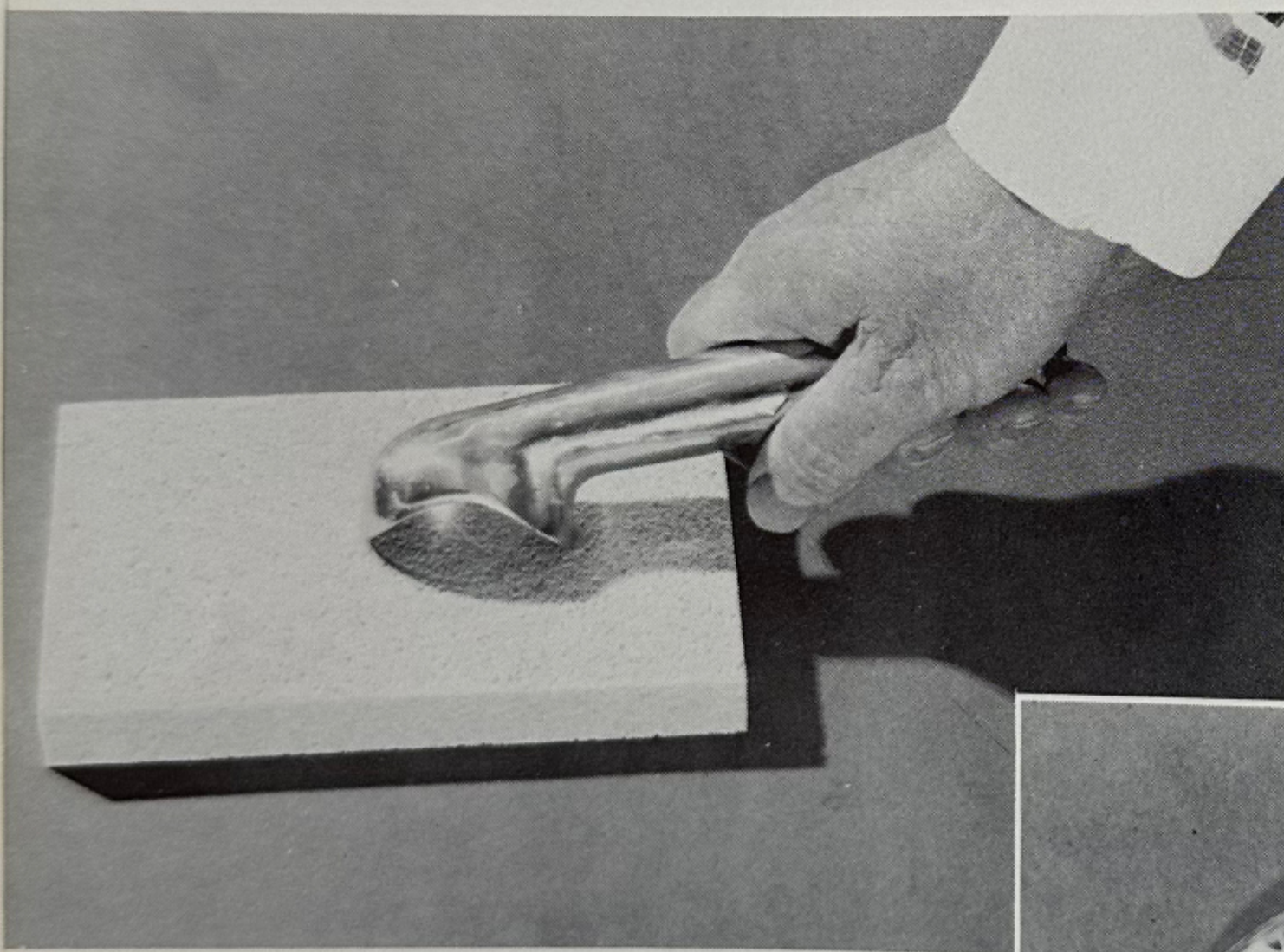


6. Succeeding dips should start as close as possible to the point at which the previous dip was completed, continuing to draw dipper in circular motion. Remove one layer at a time lowering surface evenly all the way down, cutting ribbons of Ice Cream off the surface, no Ice Cream adhering to sides of can. Caution—never cut off filled dipper against side of can, if it can be prevented.

PORTION DIPPING...

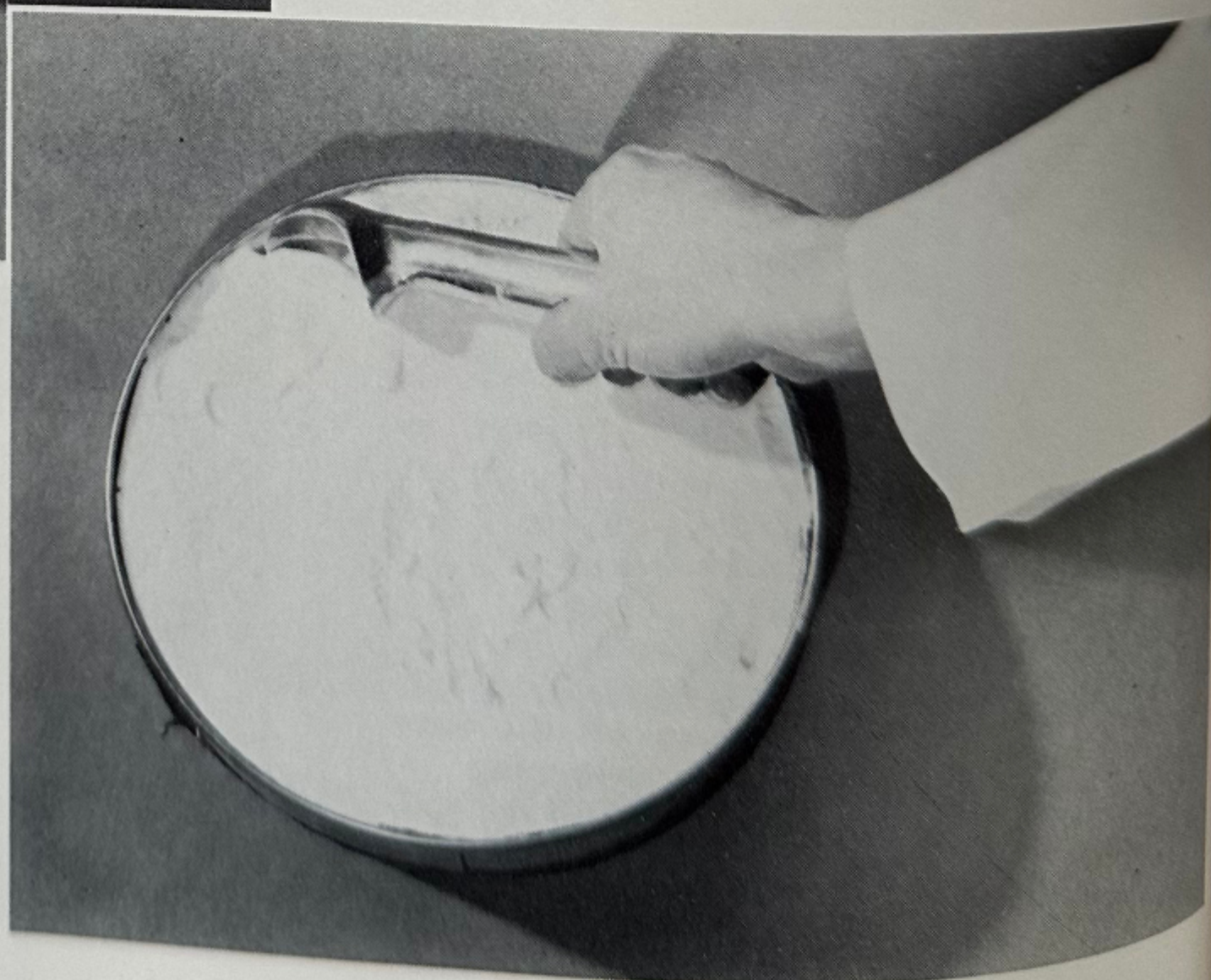
... WITH NON-MECHANICAL DIPPER

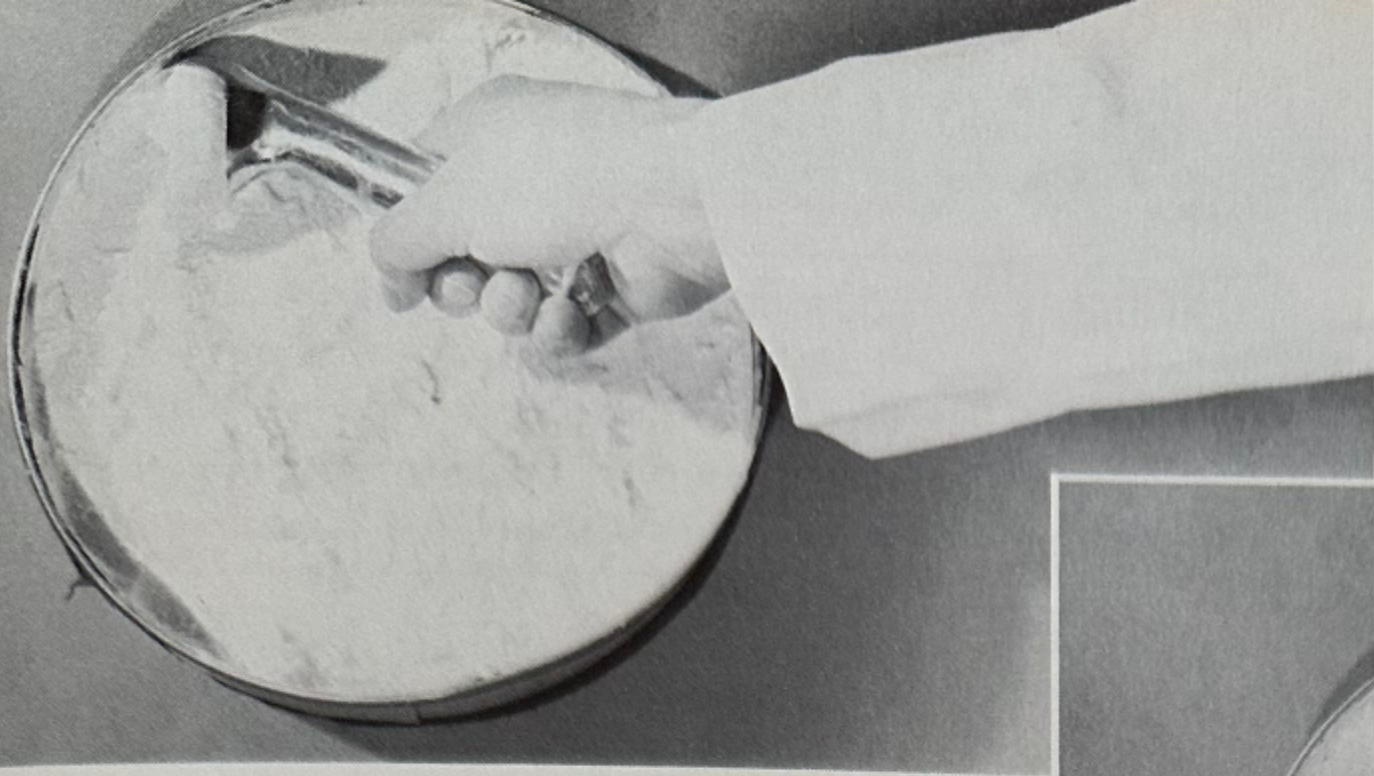
Non-mechanical dippers are not held in dipper wells. When not in use, hang in racks or place on clean surface.



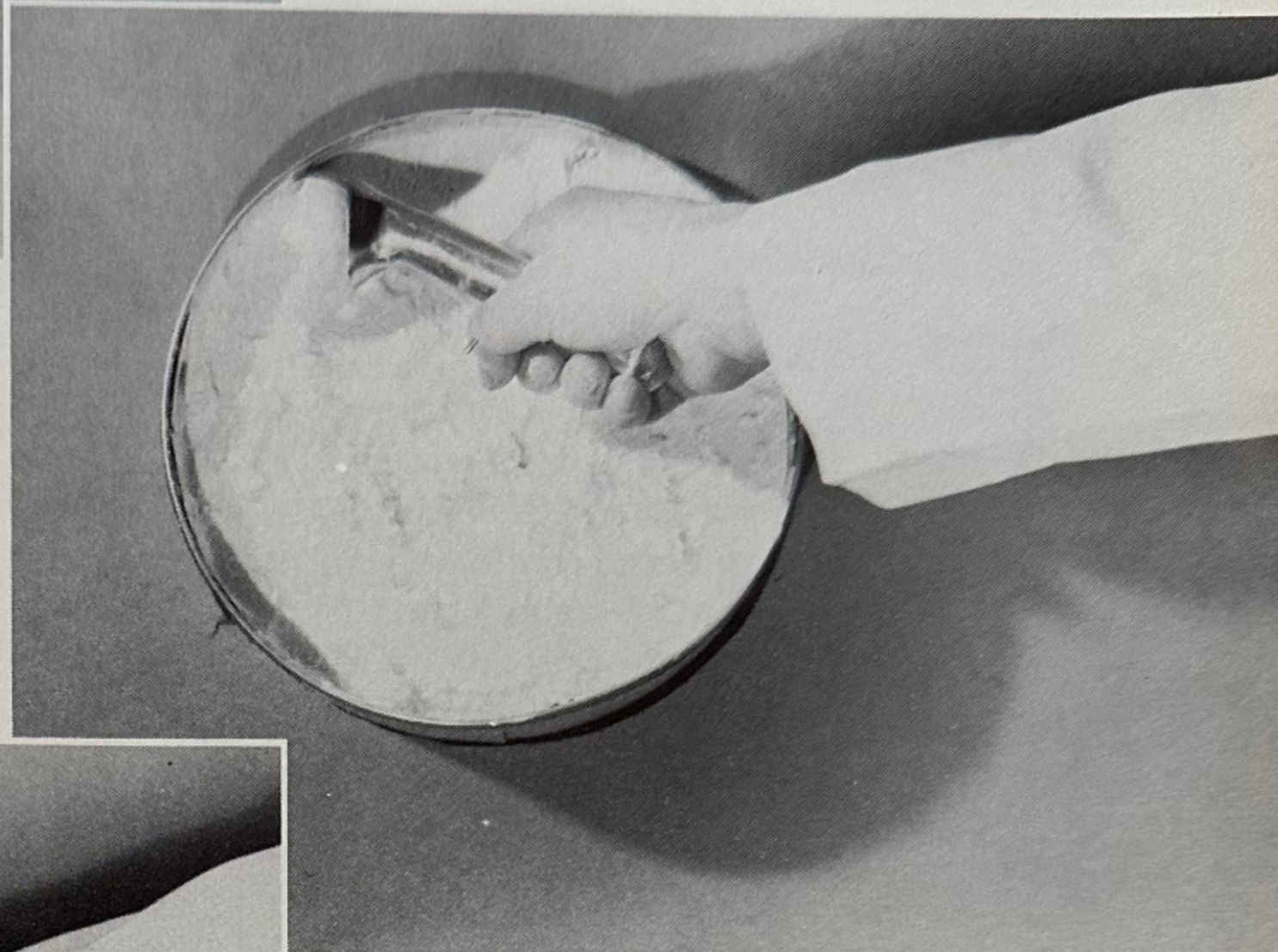
1. When using the non-mechanical dipper, rinse in running-water dipper well. Tap on dipper pad to remove water and to prevent formation of ice crystals in the Ice Cream.

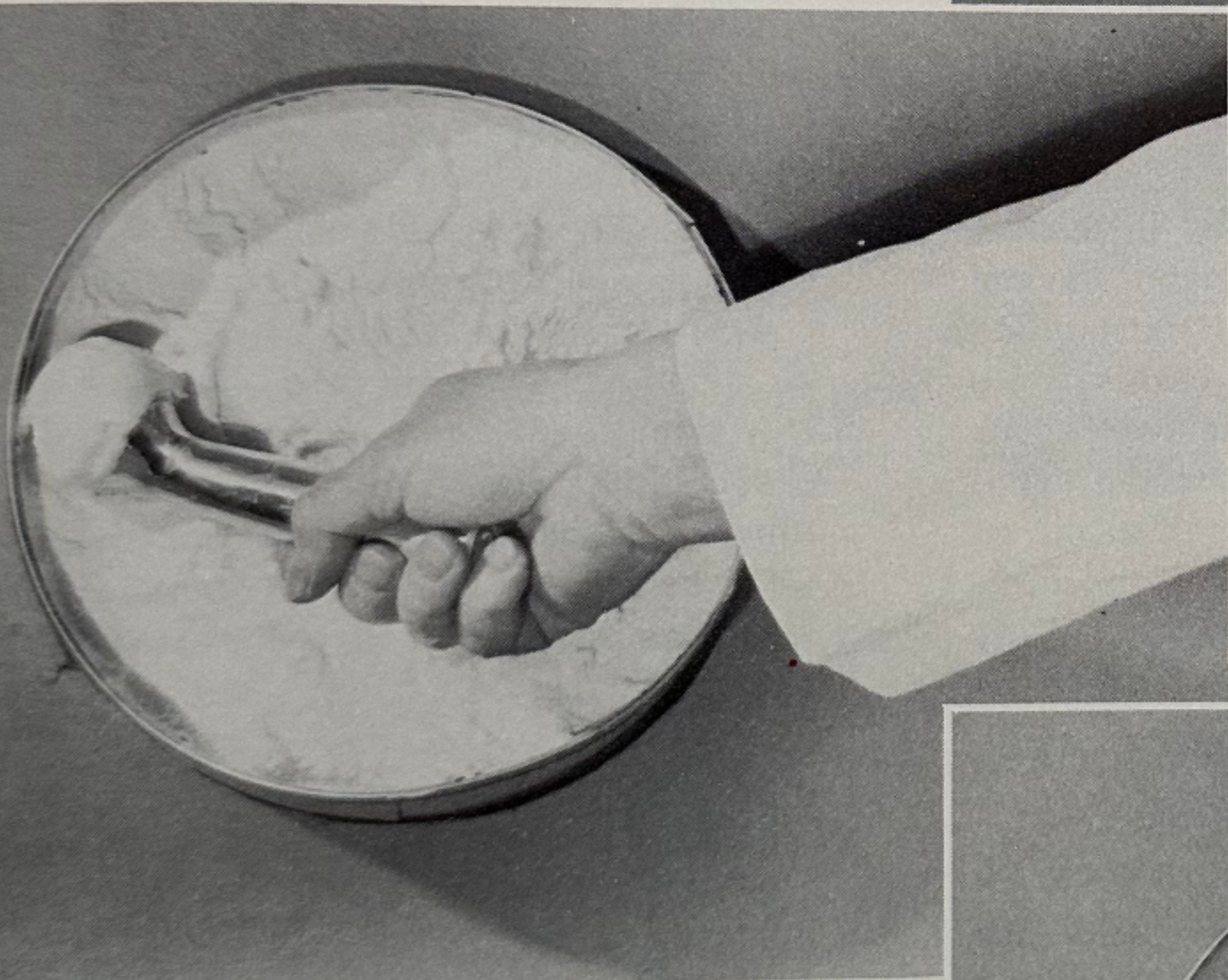
2. Start the dipper close to the wall of can, not deeper than one-half inch into the Ice Cream.



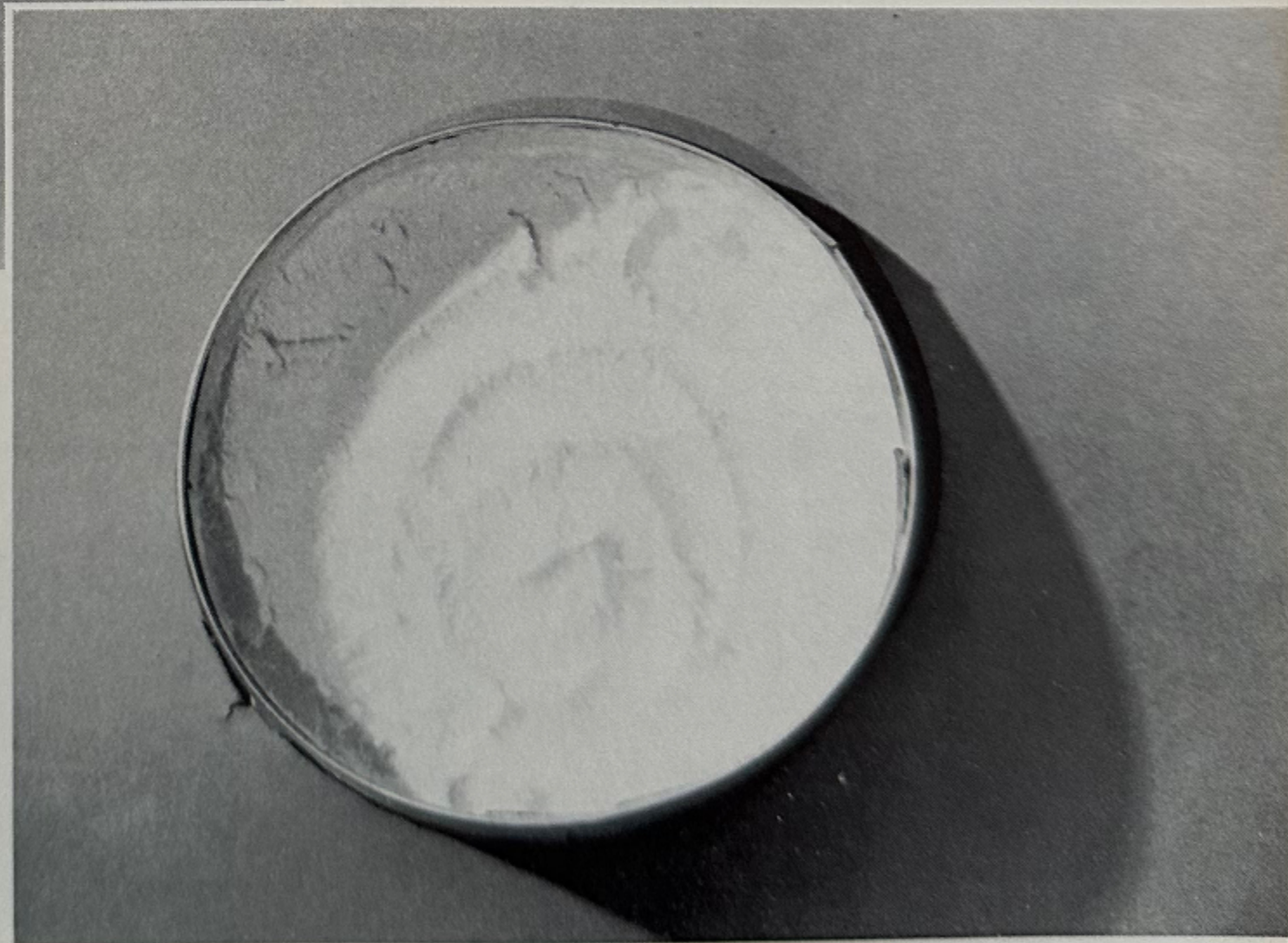
- 
- 3.** Draw the dipper in circular motion around the surface of the Ice Cream.

- 4.** Keep rolling around the surface of the Ice Cream until the dipper is full.



- 
- 5.** Turn the dipper under the ball of Ice Cream to round out, fill in vacant pockets and lift up.

- 6.** Continue the circular motion. Dip from the highest surface all the way down, keeping the Ice Cream as nearly level as possible. By removing the Ice Cream evenly, the yield per can is improved, the texture is maintained and the formation of crystals prevented. All makes for more profit.



A LOT OF PEOPLE PREFER FRESHLY DIPPED ICE CREAM

All dealers are interested in increasing their sales volume. Particularly so, when sales increases can be made with a very small investment in equipment and inventory and if this profit on the increased sales is a little better than average.

How?

Like this, by aggressively featuring Hand Packed Carry Out Ice Cream.

Sales today in an average store are about \$200.00.

Supposing that by featuring Hand Packed Ice Cream, you increased sales 10 percent, or let's say, \$20.00 per day. That means that you need to sell only about 22½ quarts a day at 89 cents a quart. We of course have used a hypothetical figure for the selling price, but you can easily figure how many quarts a day at your selling price, would give the same dollar and cents increase in sales.

Think this is a possibility? Well of course it is. It has been tried in market after market and featuring Hand Packed Ice Cream has been one of the outstanding ways to not only increase your sales of Ice Cream, but to very greatly increase your store traffic which should result in additional sales for other merchandise. Depend on the turnover to make the dollars and cents profits and you are going to be agreeably surprised.

HAND PACKING IS PROFITABLE

The most important factor involved in hand packing Ice Cream, is to retain the delicious marvellous taste and texture of the Ice Cream as it was delivered to you by your Ice Cream company.

In the following pages we show how easy it is to hand pack Ice Cream and portion dip Ice Cream, and when you follow these steps you will be assured of a good yield from every can of Ice Cream and a good gross profit.

You or any of your associates can pack from every gallon of Ice Cream between 2.7 quarts to 2.8 quarts per gallon and give to your customers full measure and attractive packages, that bring repeat business. Some may even exceed that number. That's about 7 quarts hand packed from a 2½ gallon can. (10 quarts).

For instance, suppose you pay \$1.88 per gallon for Ice Cream and retail it at \$.89 per quart and \$.47 per pint. If all the hand packed Ice Cream were sold in quarts and you sold 22½ quarts each day, your sales amount to \$20.03, Ice Cream cost \$15.21, leaving a gross profit per day of \$4.82 or \$1754.48 as a year's gross profit. What other goods in your store will make that much money on a \$15.21 investment?

Well of course, you'll bring up the matter of increased labor cost. It takes about 1¾ minutes to hand pack a quart of Ice Cream, but please remember, 50% of the time, you are paying the labor cost anyway, because maybe your fountain clerk would be idle, if you were not offering Hand Packed Ice Cream. Yes, and you'll have the cost of the carton and the paper bag. This cost is an expense and should come out of your overall gross profits.

No matter which way you figure it, it is profitable to feature Hand Packed Ice Cream. Try it!

POINTS FOR SUCCESSFUL HAND PACKING ICE CREAM

1. Are your soda fountain clerks enthusiastic about selling Hand Packed Ice Cream?
2. Have you made sure that your employees know how to hand pack? Your Ice Cream company will be glad to help teach them.
3. Do you let your customers know that you have "Hand Packed Ice Cream" for sale?
4. Feature "Hand Packed Ice Cream" on your window, in your displays, on your backbar and in all your store advertising.
5. Always have the necessary equipment handy; Can Holder, Metal or Plastic Carton Holders, Spades, Wax Paper, Dipper Pads, Cartons, Insulated Bags.
6. Feature a variety of flavors and at least one sherbet or fruit ice.
7. Meet periodically with employees and stimulate their enthusiasm, and help them develop their efficiency.

TAKE HOME ENOUGH ICE CREAM

FOR JUNIOR'S PARTY

FOR AFTER SCHOOL SNACKS

ICE CREAM & TELEVISION-A PERFECT PAIR!

FROM THE SODA FOUNTAIN — TO THE HOME REFRIGERATOR

You no doubt, often notice women at your soda fountain, thoroughly enjoying an Ice Cream Soda or a sundae in a leisurely fashion. Chances are, that they are homemakers and mothers making the most of their few opportunities to relax. They look around at the departments near the fountain and remember certain purchases they must make in your store.

They notice your big streamer of "Take Enough Ice Cream Home" around which you have posted smaller signs—hand written as in picture: "For Junior's Party", "For the After-school Snack" and "Ice Cream and Television—a Perfect Pair."

These signs give the mothers and homemakers good ideas—yes, good for your Ice Cream sales and good and helpful for your customers, while they are in an Ice Cream mood.

So, quart cartons hand packed, and half gallon cartons of packaged Ice Cream go home with these women, who become not only your fountain customers but your "take home" customers as well.

Make the most of this opportunity for suggestive selling by putting good ideas into your customers' minds with these streamers and signs, while they are enjoying Ice Cream at your fountain.

Instruct your personnel so that they master the technique of fresh hand packing. You can build a demand for this service which, if properly handled, will increase business and result in greater profit to you.

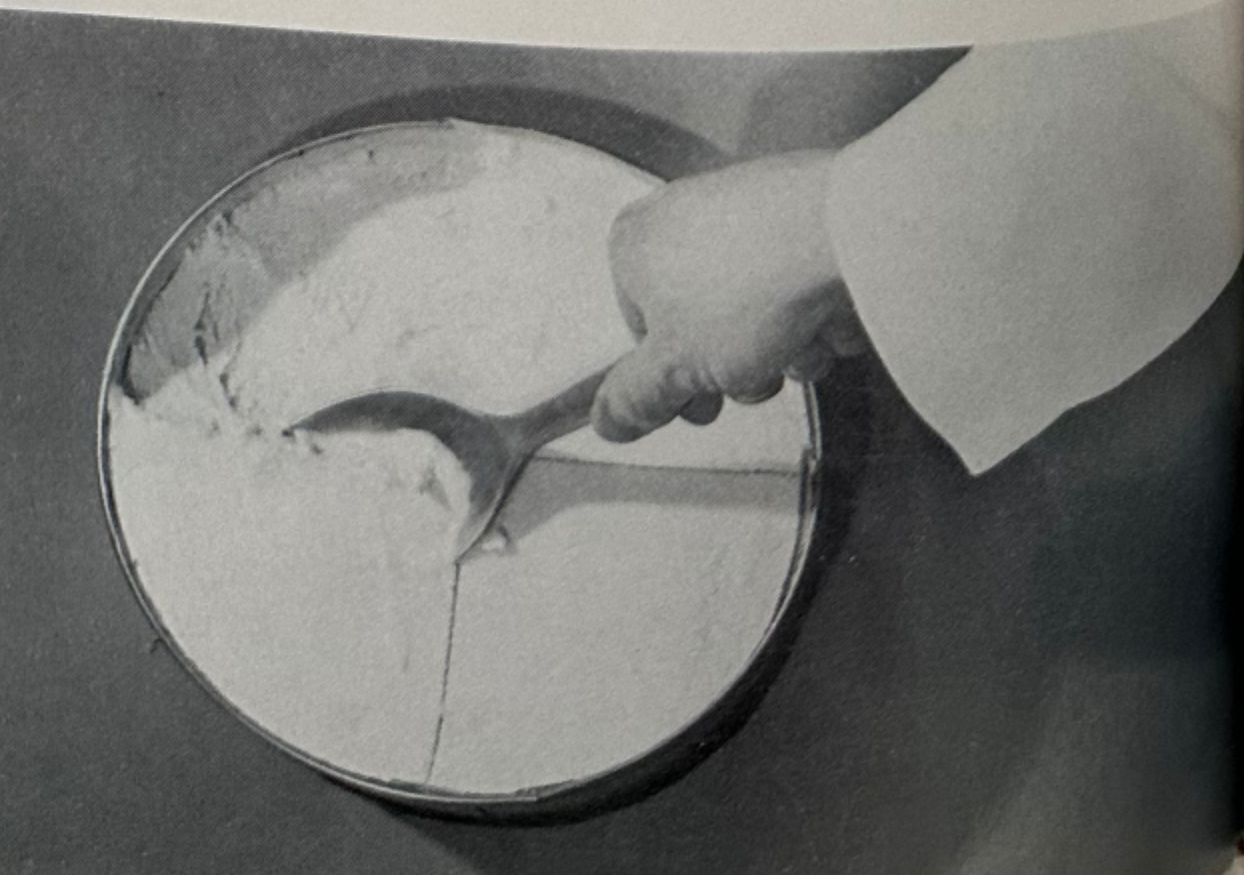
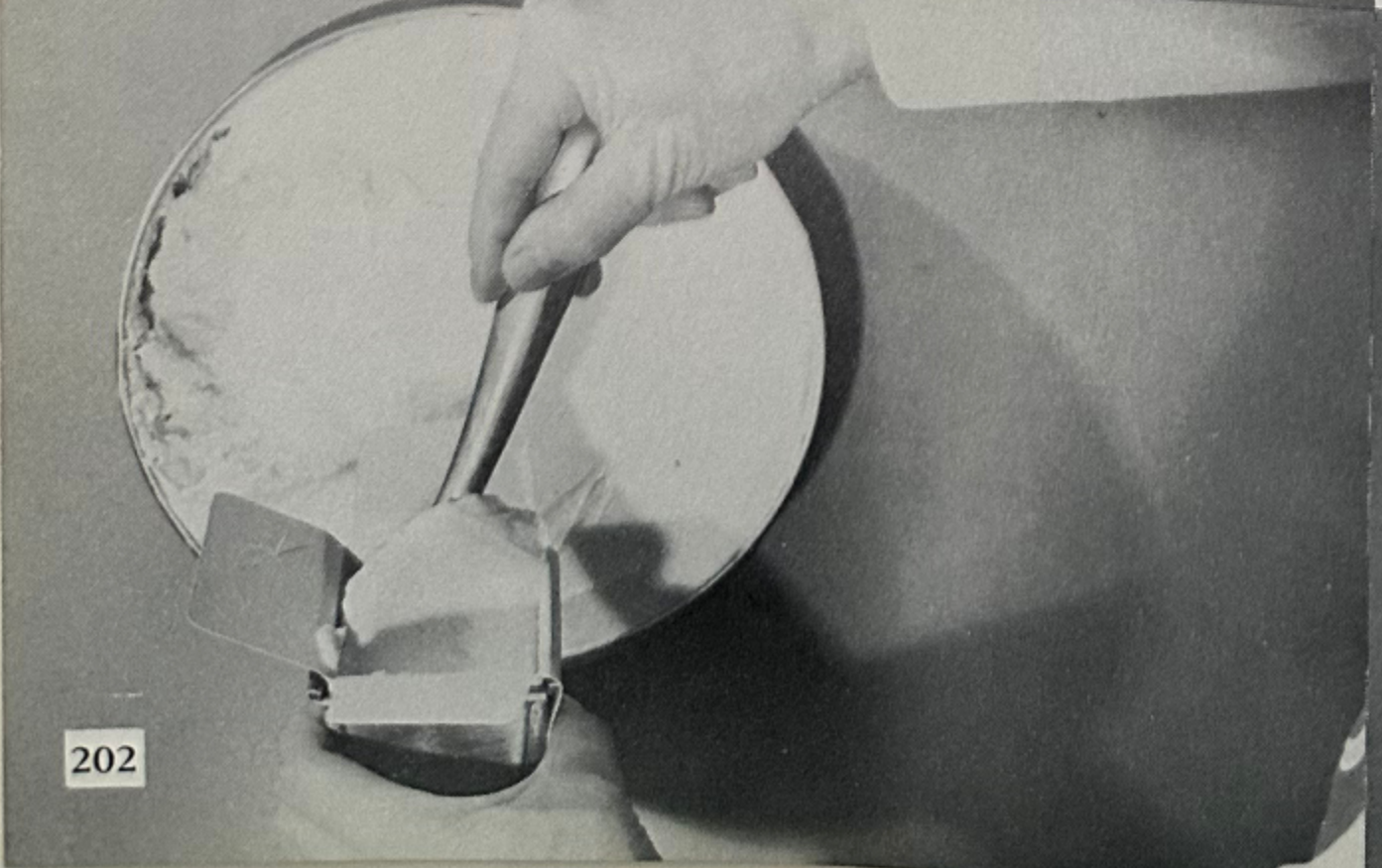
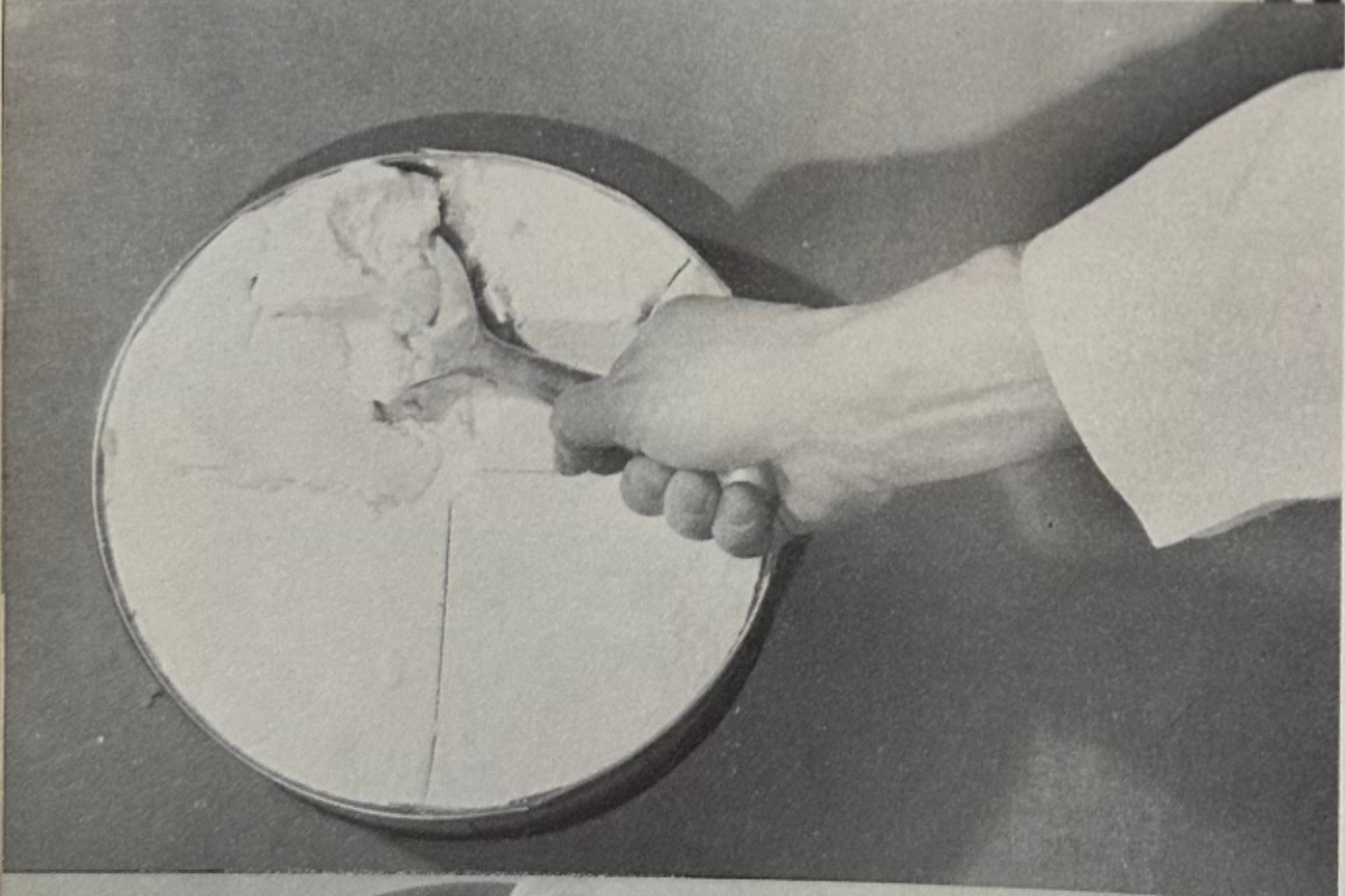
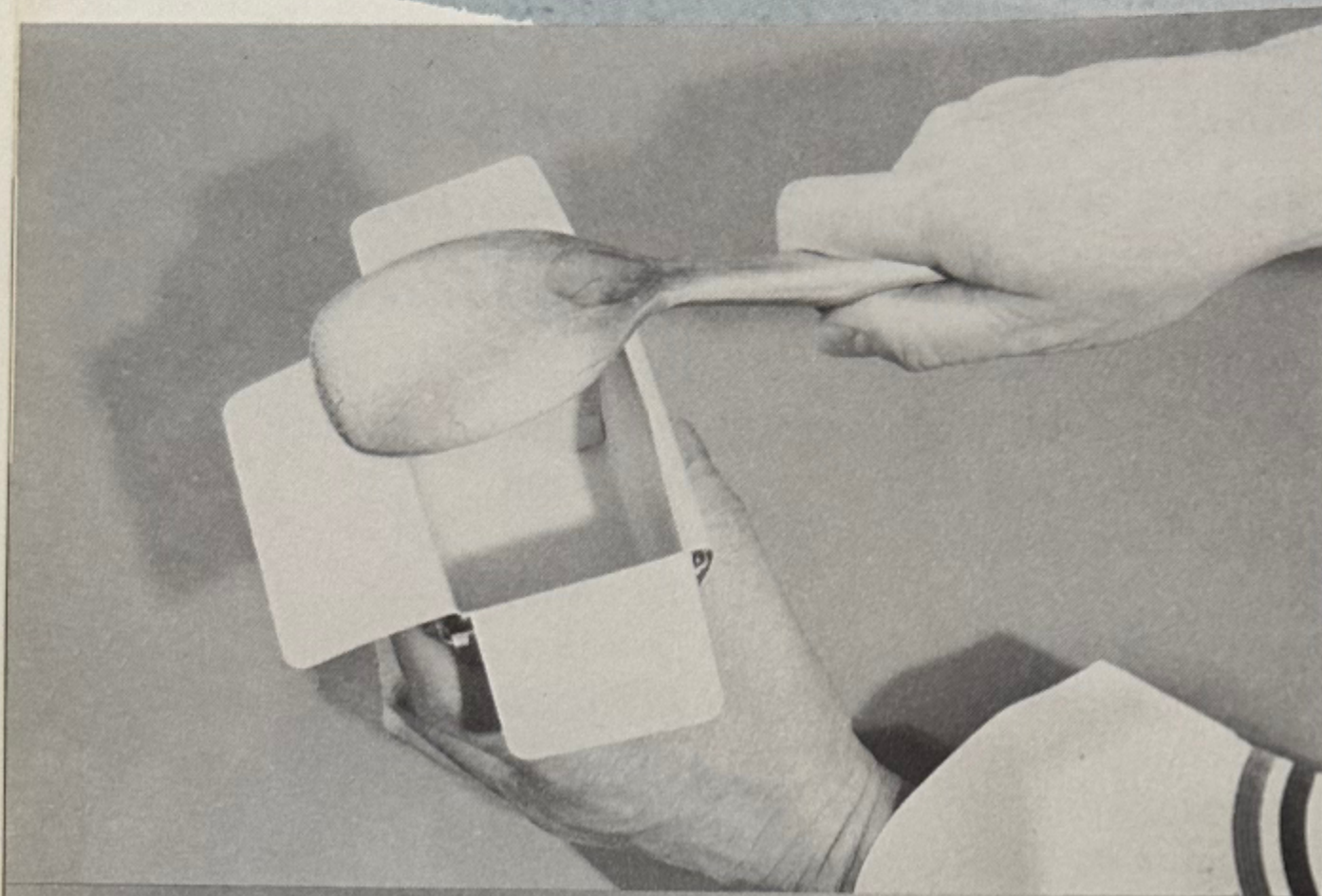
Mother knows the importance of an after school snack to give young bodies extra energy for play. Ice Cream is ideal for this, because it supplies extra energy in a form the children enjoy.





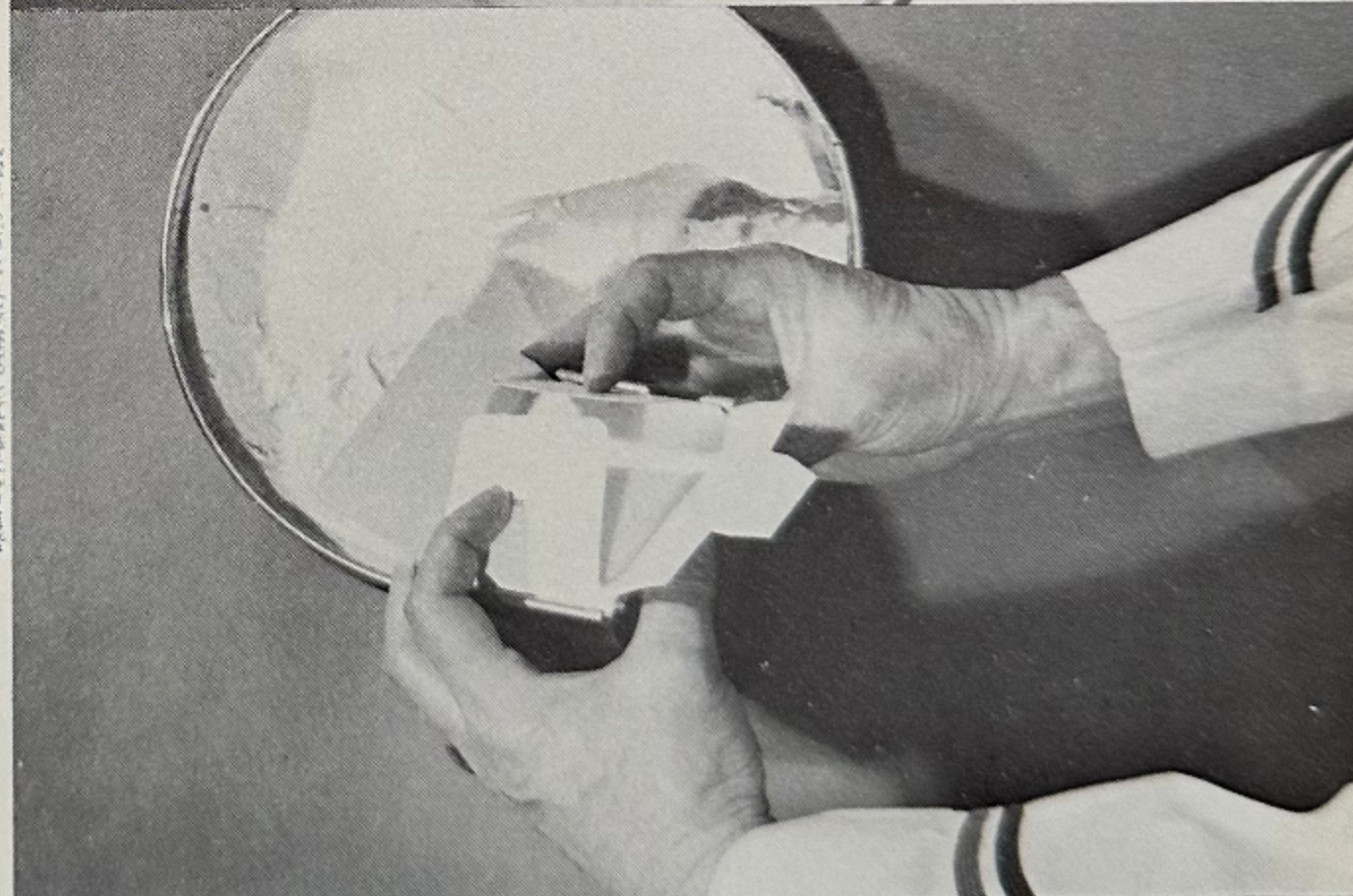
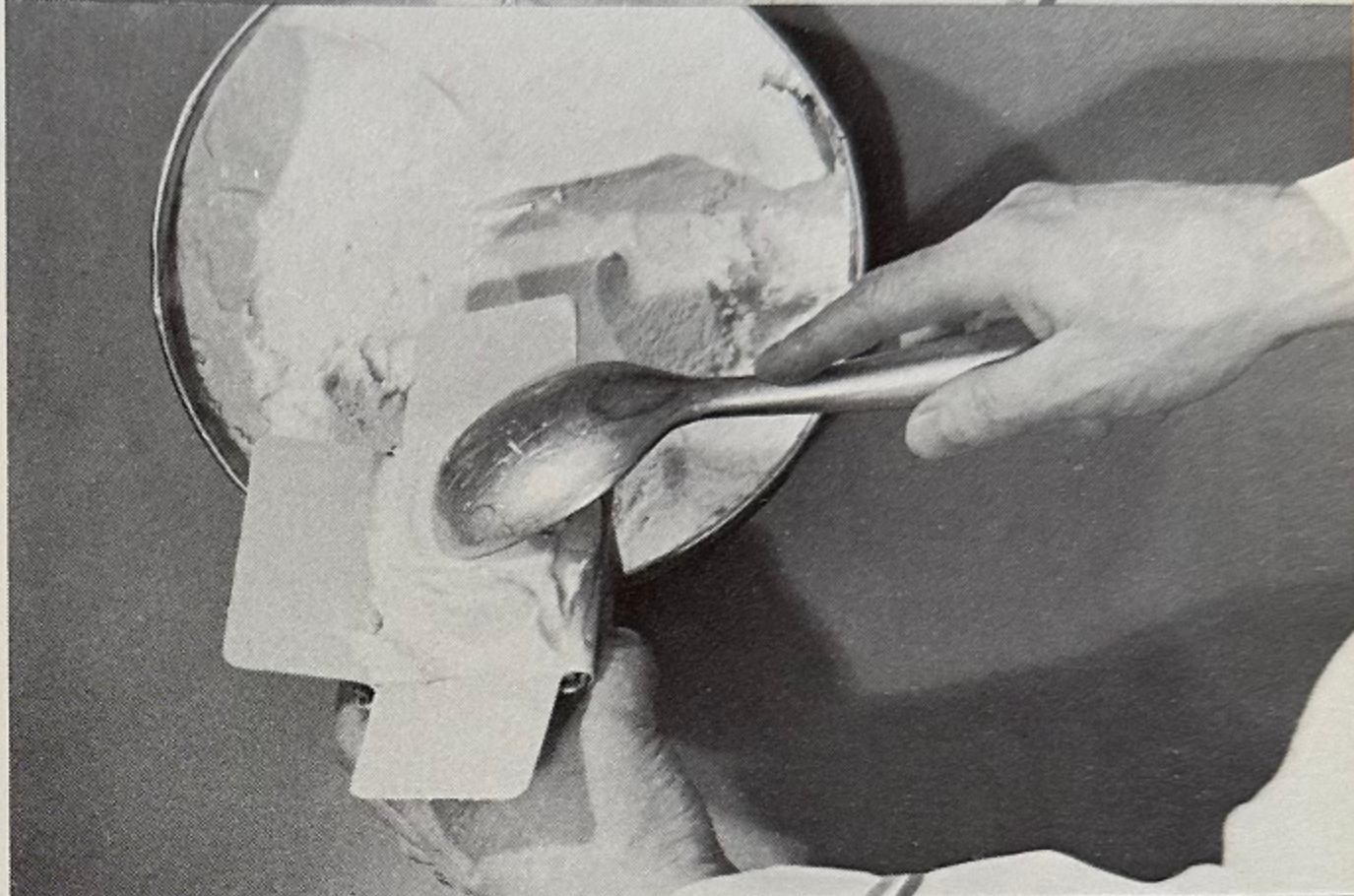
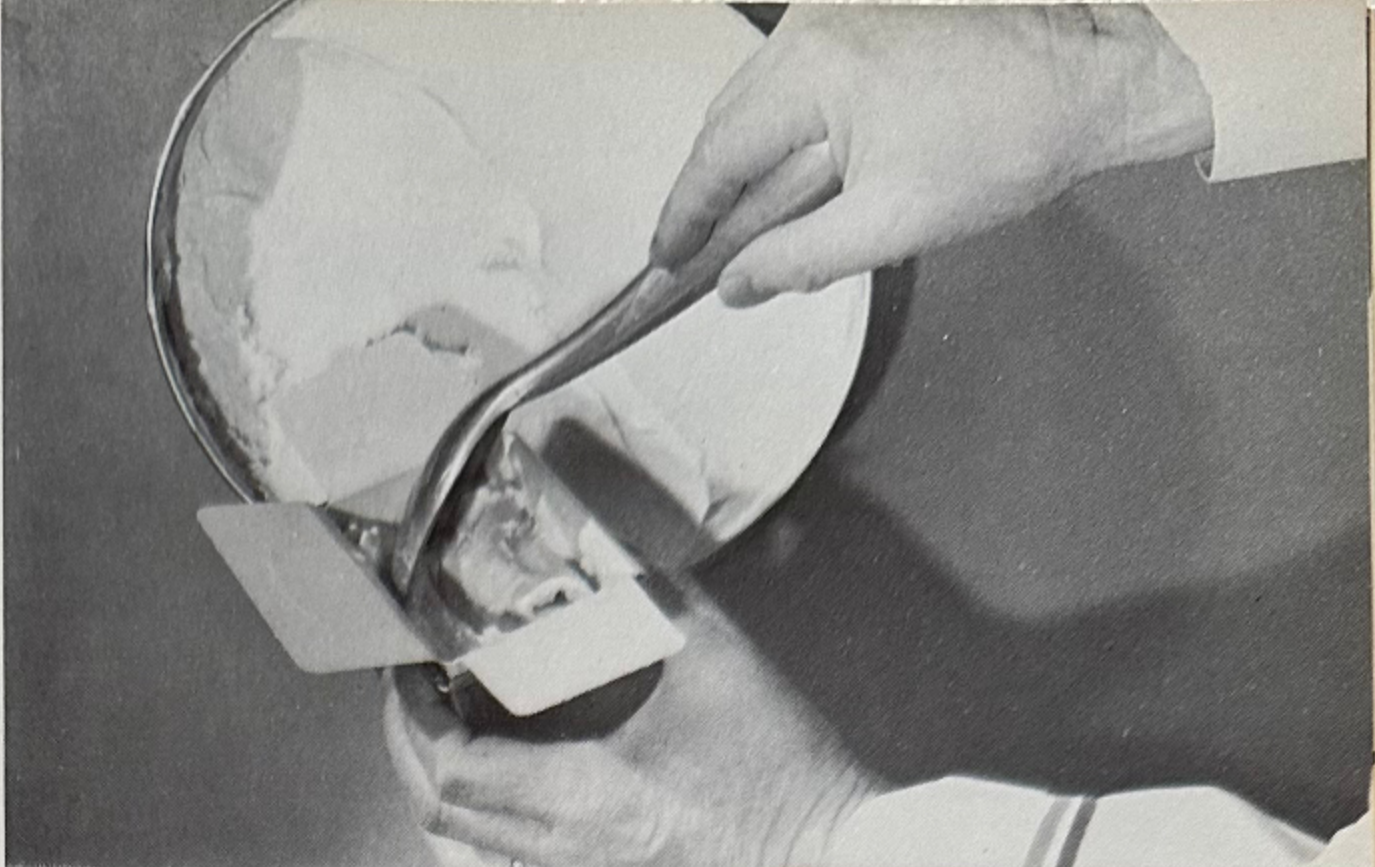
HAND PACKING IN SQUARE CARTONS

- 1.** Use spade with sharp cutting edges. Always tap the spade on dipper pad before using.
- 2.** In hand packing the square type carton, first place the carton in the metal or plastic holder, then press the flaps down—holding the outside flap down as shown in picture. Do not touch inside of carton.
- 3.** Using the slicing method, score the Ice Cream into four or more sections. Starting in the center of the can, cut out one section of Ice Cream about one-half inch deep.
- 4.** Gently lay the Ice Cream in carton, don't pack. Use the sharp end of the spade to push the Ice Cream into the corners of the carton.
- 5.** Take out another section of Ice Cream with the spade. Be sure to clear Ice Cream from the sides of the can as you remove the sections.
- 6.** Place the Ice Cream on top of the first. Do not pack. Force out any pockets with sharp end of spade.



7. Fill the carton with the third, or more layers of Ice Cream if necessary, rounding the top with the front of the spade.
8. Close down flaps of carton and fasten. In some areas, the top of the Ice Cream is not rounded off and the flaps are not closed. The flaps remain in an angled, upright position covered with wax paper over the top and fastened down with a rubber band.
9. With thumb under mold and fingers on top of carton, press down carton to rid package of any pockets. Remove carton from holder and wipe any Ice Cream from outside of carton.
10. Place filled carton in a carry-out bag.

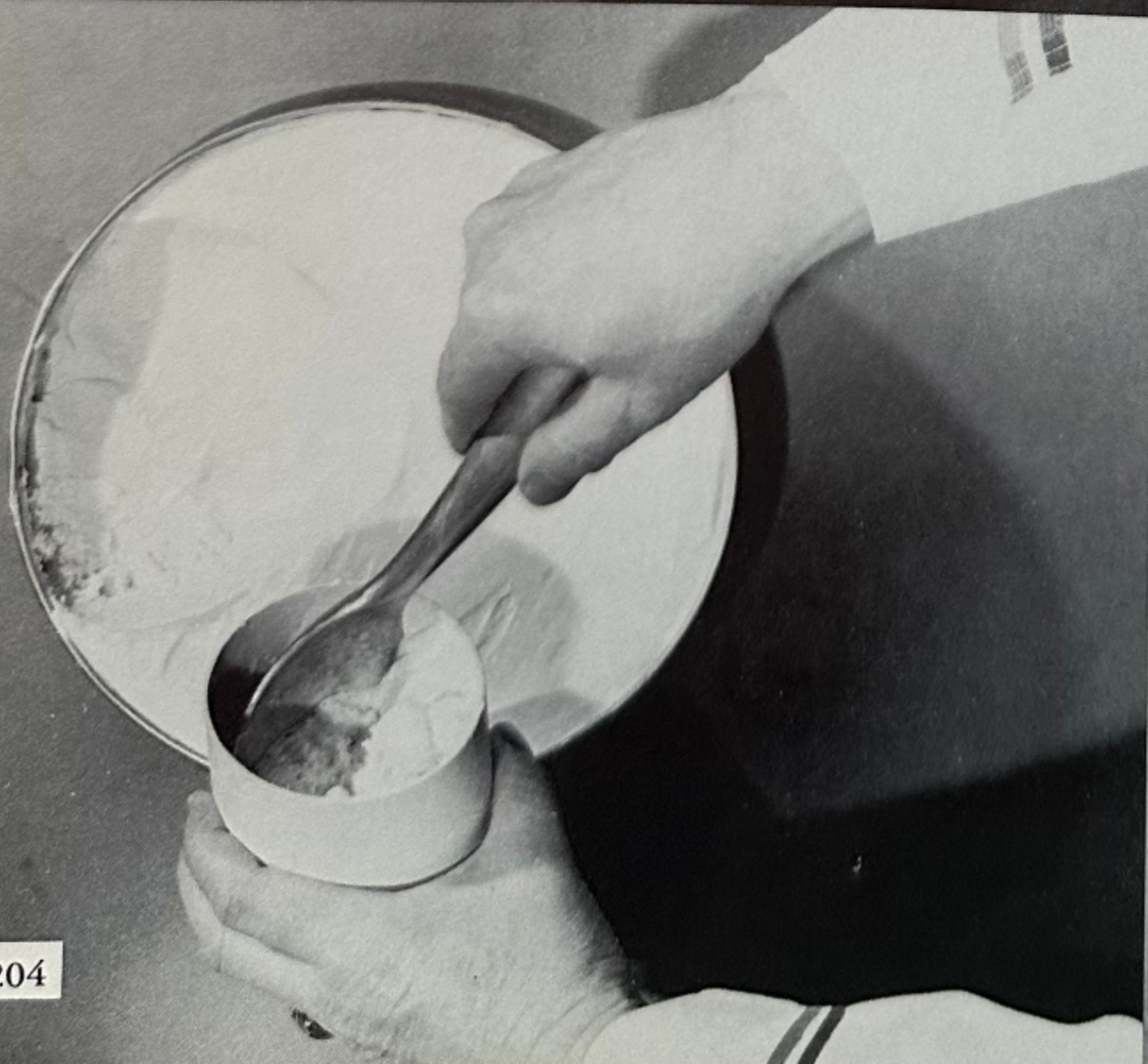
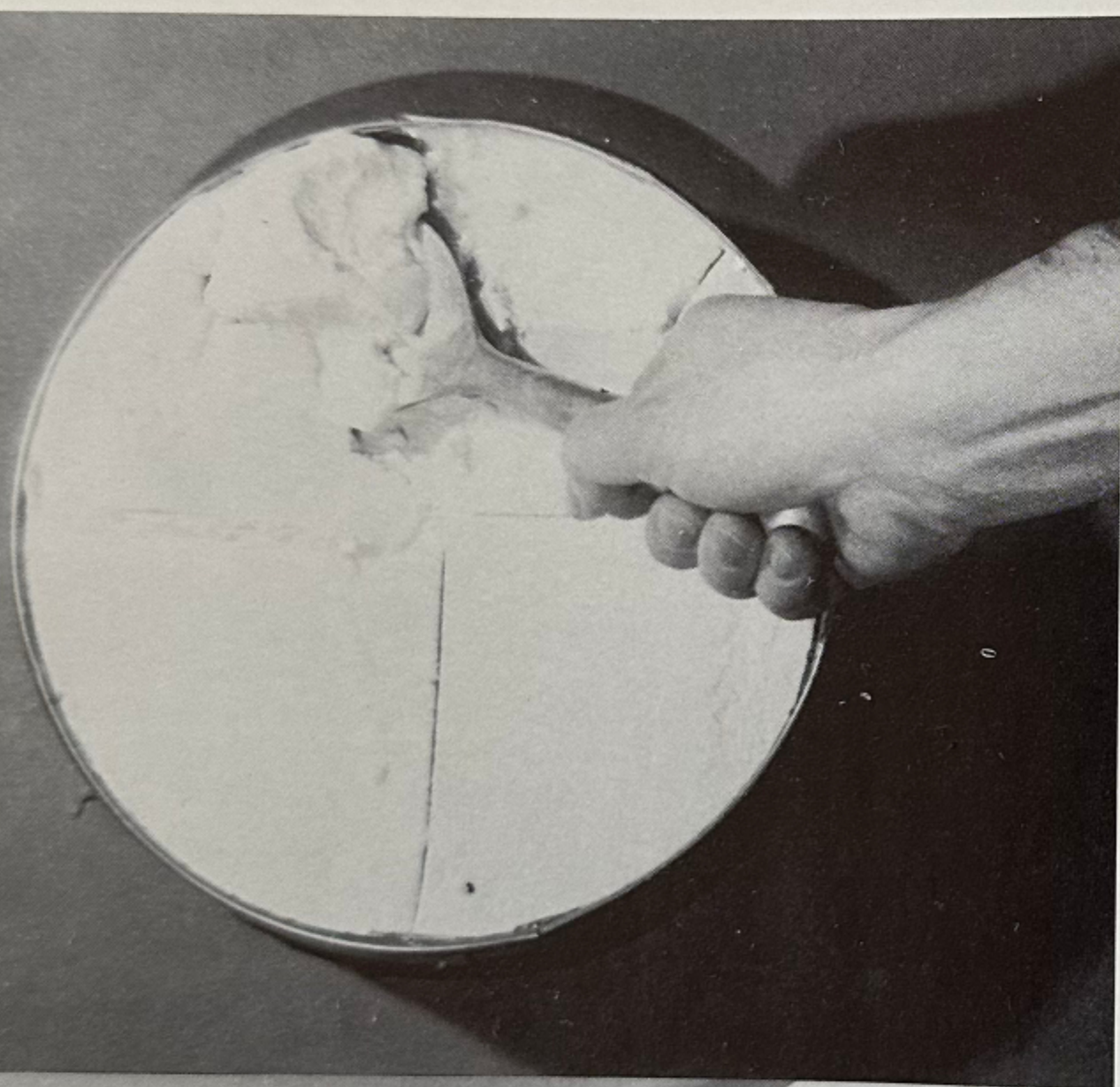
In stores that sell large quantities of hand-packed Ice Cream, some prefer to use the mold method. This method is to cut out large pieces of Ice Cream as near as possible to the shape of the carton used, either square or round. Other stores use a combination of the mold and the slicing method. When you sell every kind of shape and size from the same Ice Cream can, we believe you will find the slicing method the better yield.





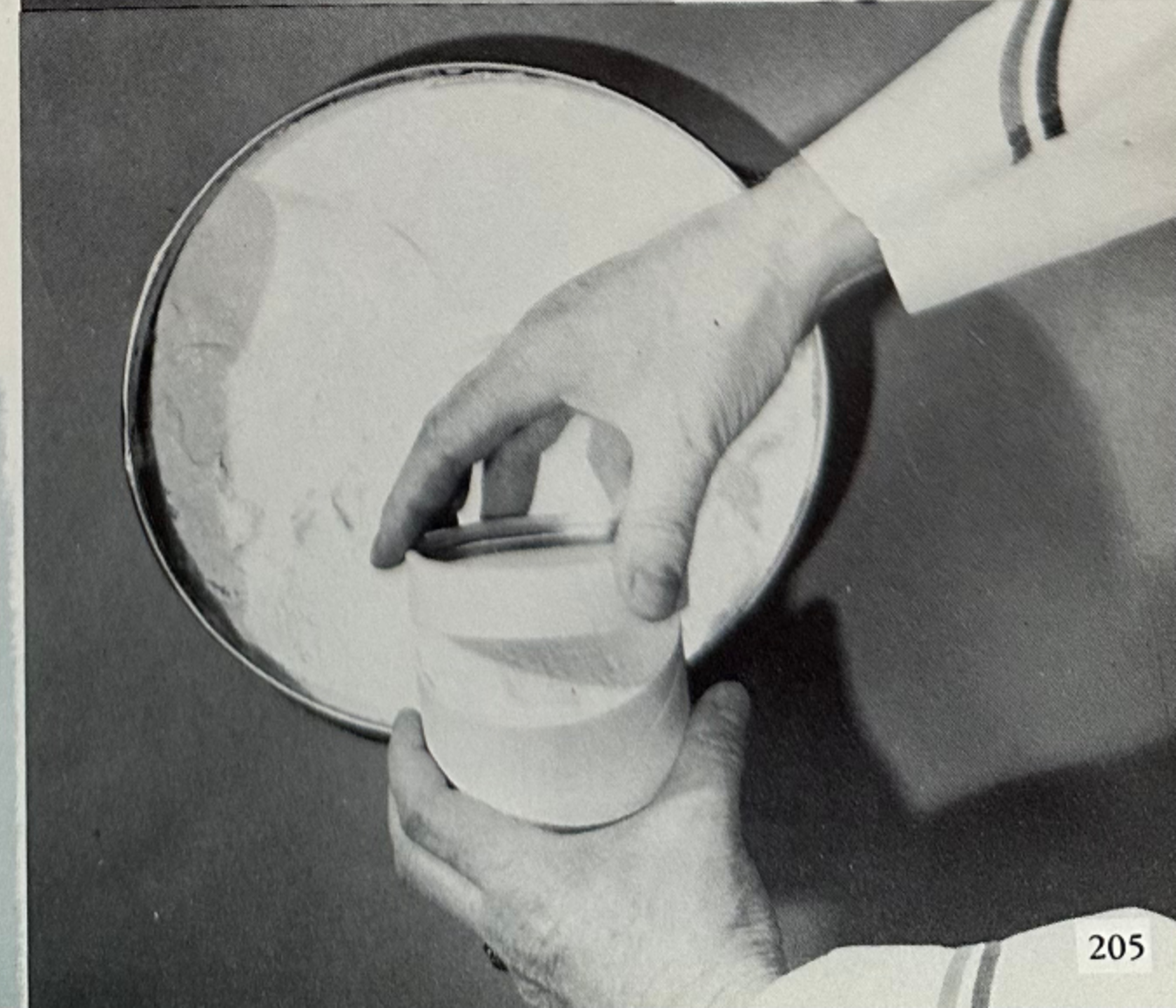
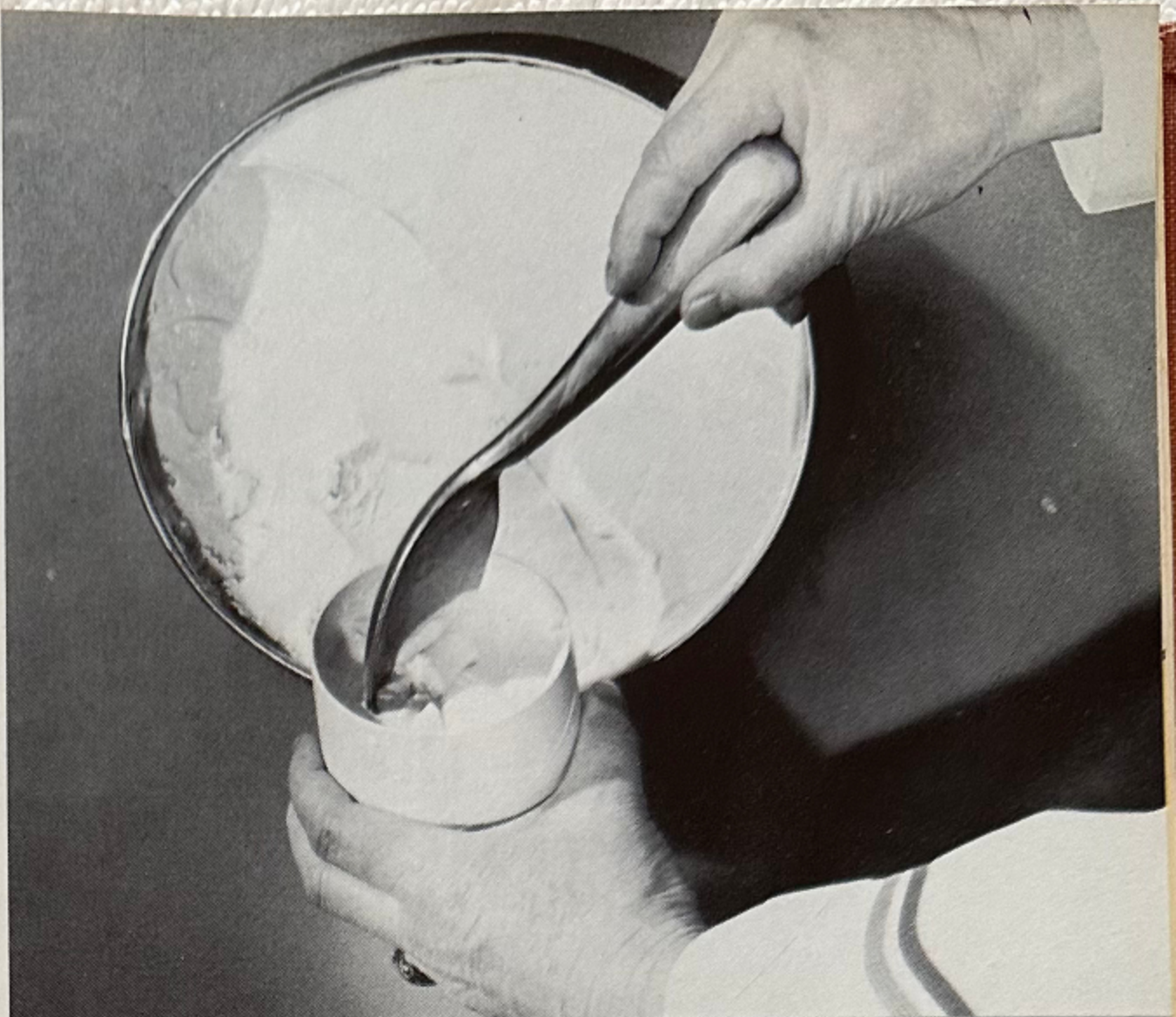
HAND PACKING IN ROUND CARTONS

- 1.** Use spade with sharp cutting edges. Always tap the spade on dipper pad before using.
- 2.** Using the slicing method, score the Ice Cream into four or more sections. Starting in the center of the can, cut out one section of the Ice Cream about one-half inch deep.
- 3.** Gently lay the Ice Cream in the carton, do not pack. Use the sharp end of the spade to push the Ice Cream into the corners of the carton.
- 4.** Take out another section of Ice Cream with the spade. Be sure to clear Ice Cream from the sides of the can as you remove the sections.



5. Place the Ice Cream on top of the first. Do not pack. Force out any pockets with sharp end of spade.
6. Fill the carton with the third spade of Ice Cream, more if necessary, rounding the top with the front of the spade.
7. Place cover on carton. Give it two or three turns which will press out any possible pockets.
8. Wipe off carton with a clean cloth and place in a carry-out bag.

If a can of Ice Cream is used for hand packing only, then cut out large pieces of Ice Cream as near as possible to the shape of the carton used. If you sell from the same can, cones, sundaes, milk shakes etc., then it is better to follow the slicing method.





Sanitation is a way of life...

*I*t is the quality of living that is expressed in the clean home, the clean farm, the clean business and industry, the clean neighborhood, the clean community.

*B*eing a way of life it must come from within the people; it is nourished by knowledge and grows as an obligation and an ideal in human relations.

The National Sanitation Foundation

You... your employees... your store... your Ice Cream Department...
your soda fountain... are all a part of this Way of Life

Good Housekeeping!

A CLEAN STORE

Your store itself is the setting, the stage, so to speak, for sales. To get the best effect in any play the stage must be in harmony with everything that takes place on it. Your store, too, should be as spotlessly clean as your soda fountain or Ice Cream department, as shining and inviting as your counters, showcases and Ice Cream cabinet. Consider the following aspects of good housekeeping as they apply to your store.....

STORE FRONT

The people—prospective customers—who pass your store gain their first and lasting impression of it from the outside appearance. If, at first glance, they see dirty, ill-kept windows, doors that look as though they could stand a good scrubbing and painting, a sign that's weathered with age and badly in need of repair, their natural impulse is to pass on in search of a store that presents a more attractive and clean appearance.



FLOOR

A clean, crack-free, well-kept floor with no hidden cracks and crevices where dirt can collect is a must in the complete picture of store sanitation. In cleaning floors use dustless methods or dust arresting compounds and push brooms.



WALLS AND CEILING

Walls and ceilings should be finished in a light, bright, washable clean-looking color. Inspect walls and ceilings at least once a week to see that they're waterproof, crack-free, vermin and rat-proof and that the paint is not scaling or discolored.



VERMIN AND RODENTS

Vermin and rodents are one of the biggest sanitary menaces in any store. Keep a sharp lookout, make inspections frequently and take immediate measures to exterminate any vermin and rodents that you see or that you suspect are on the premises. Seal all openings around pipes and repair all breaks in windows and door sills.



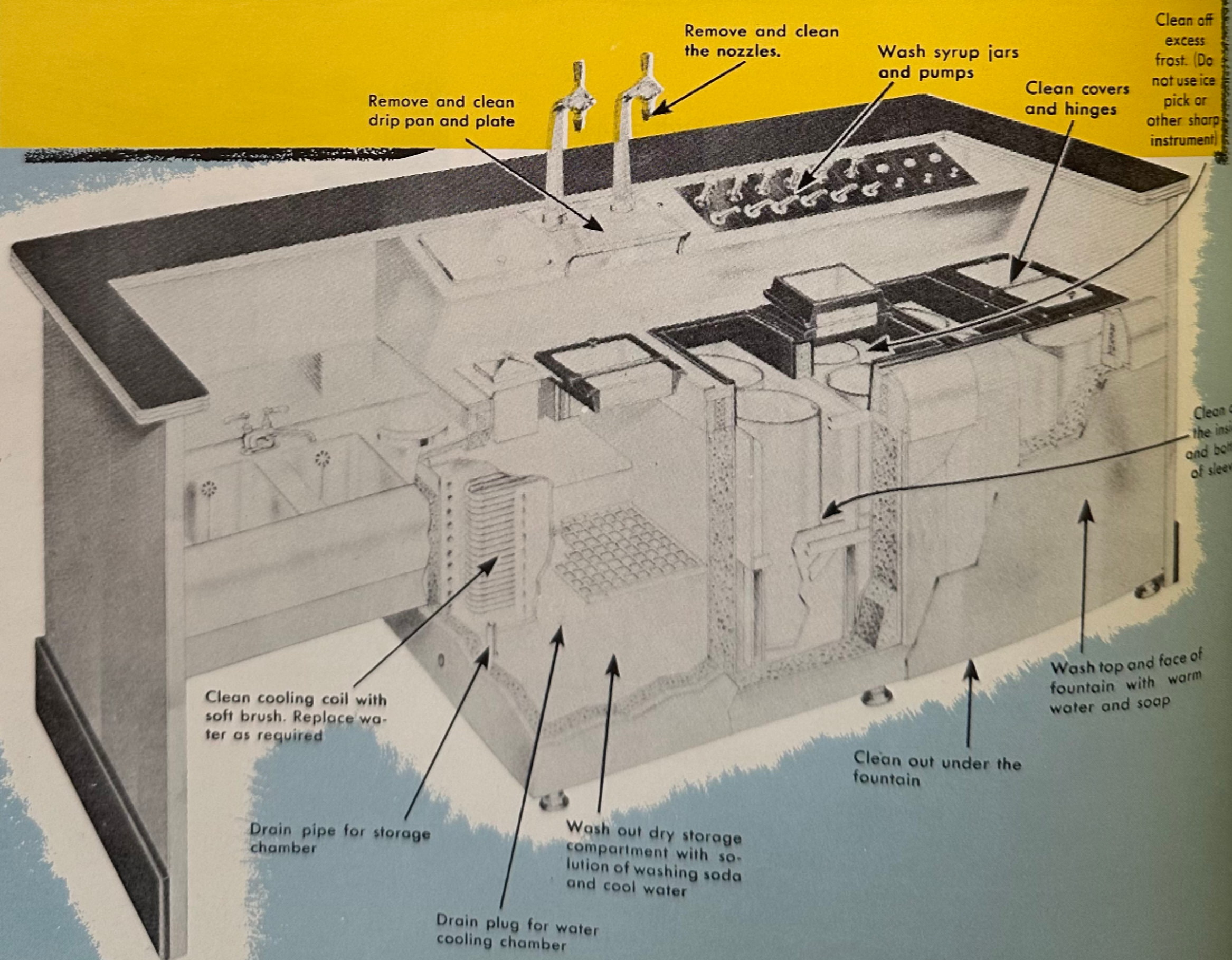
SANITATION

means dividends for you!...

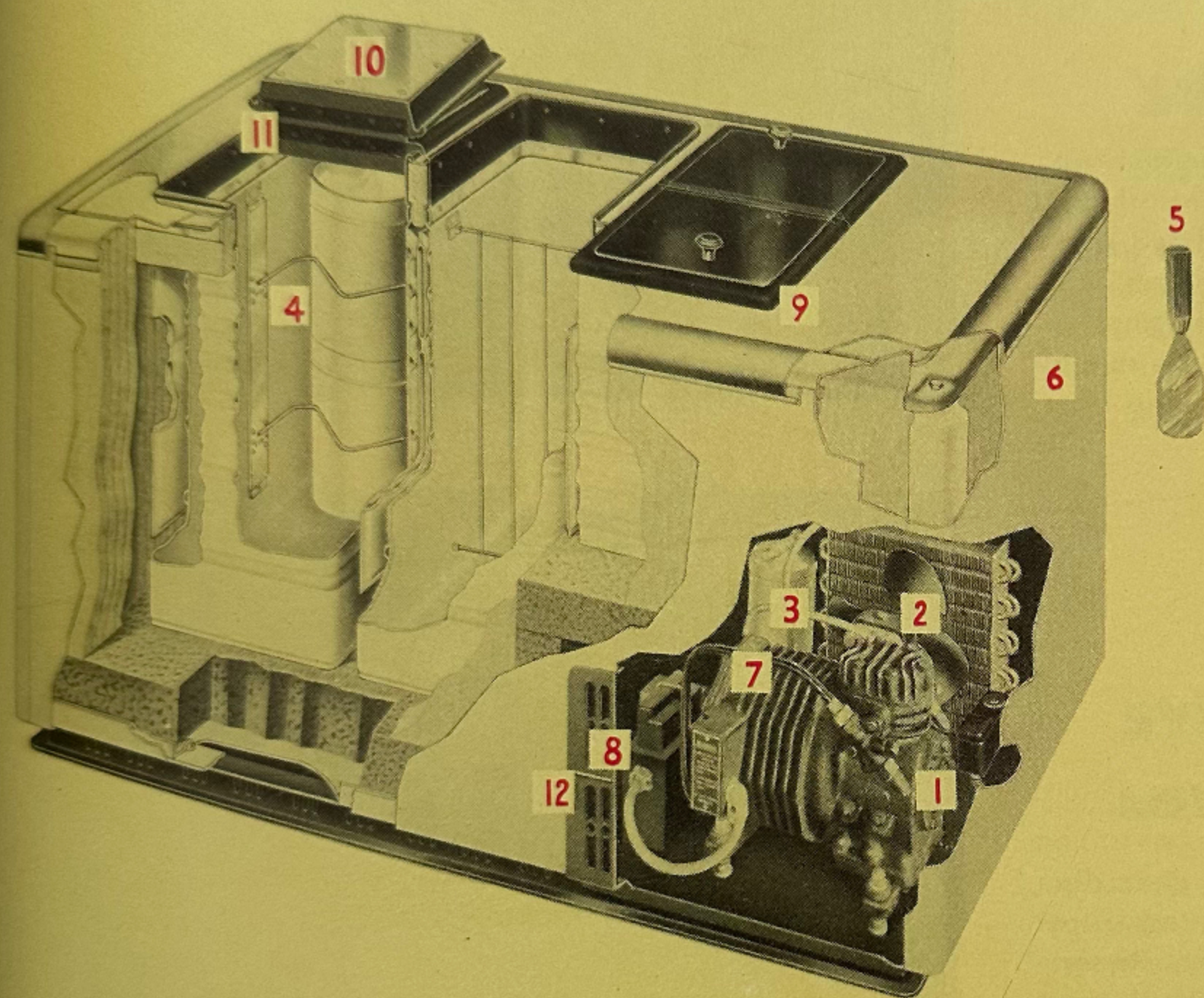
In these days, when customers are so sanitation conscious, one of your greatest assets in drawing people into the store is the cleanliness of your soda fountain.

Cleaning and keeping the soda fountain clean is not difficult—All you need is some soap and water, polish and some “elbow grease”—and the determination to set up a system of cleaning by which you can be sure at all times that your soda fountain is presenting the invitation of cleanliness that you wish, to all who approach it.

Study the pictures on these pages. You'll be surprised how easy it is to do a little systematic cleaning each day. Once you get the soda fountain clean, it requires only regular and continued systematic cleaning to keep it sparkling. It pays off in customer attraction. Yes, sanitation gives you dividends in sales!



Take care of your Ice Cream Cabinet



The Ice Cream cabinet in your store is, as you well know, a very valuable piece of equipment. To keep the Ice Cream you sell to your customers in the perfect condition it's in when delivered by your Ice Cream manufacturer it's necessary that your Ice Cream cabinet always be kept in good running order. This isn't very difficult. All it requires is that you check regularly the points listed on this page, paying particular attention to defrosting your Ice Cream cabinet properly and frequently. (See numbers 4 and 5) By doing this you'll be making certain that the Ice Cream in your cabinet is just the way your customers want it. Pleasing customers, you know, is what builds business.

The exact location of some of the points numbered in the X-Ray picture of the Ice Cream cabinet shown here may be slightly different depending on the make of cabinet you are using but similar points will be found on all cabinets and should be watched.

- 1 OIL MOTOR—Once a month drop oil into the oil holes of the electric motor.
- 2 CHECK FAN BELT—If belt is frayed, replace or repair.
- 3 CLEAN CONDENSER—The condenser, located in the machine compartment is designed to cool the refrigerant so that the unit will operate efficiently. If dirt or lint is allowed to collect upon the condenser, the result will be higher operating cost and shorter life for the unit.
- 4 DEFROST FREQUENTLY—Even a little frost and ice on the cabinet walls will act as an insulator against refrigeration. The motor of the Ice Cream cabinet then runs longer and uses more power, to maintain correct cabinet temperature.
- 5 DEFROSTING TOOLS—Use a round edged spatula or a stiff brush for defrosting. NEVER use an ice pick or any sharp instrument.
- 6 PRESERVE EXTERIOR FINISH—Wash cabinet exterior frequently, with mild soap and water or warm soda solution.
- 7 WIRES—When electric cord covering wears thin, repair immediately. Short circuits damage motors and frayed cords may result in injuries to employees.
- 8 TEMPERATURE CONTROL—Call your cabinet supplier for any temperature control adjustments.
- 9 RUBBER SEAL—Avoid slamming lids to prevent breaking the rubber seals at the bases of the lids. Any lid not properly sealed admits warm air and taxes refrigeration.
- 10 CABINET LIDS—Use a mild soap to remove dirt. Never use scouring powder or strong soap. It is important that the undersides of Ice Cream cabinet lids be wiped with a damp cloth and special attention paid to joints and hinges. Make certain to keep Ice Cream covered when cleaning lids to prevent water from dropping into Ice Cream.
- 11 LOOSE SCREWS—Tighten all loose screws frequently.
- 12 GRILL PLATES—Prevent accidents or damage to motor. Keep grill plates in place.

Watch
these Spots!

SANITATION

THE JUICER

1.

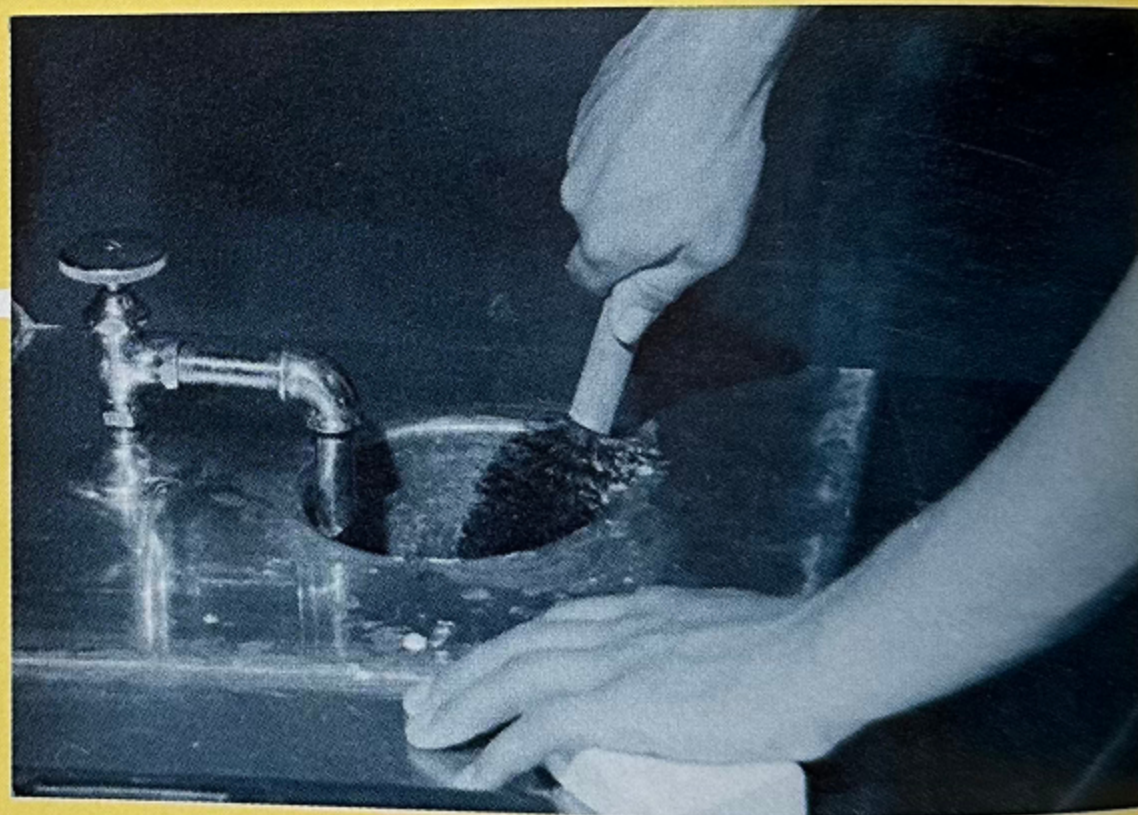
Whatever type is used at your fountain, and the surrounding work area, should be cleaned often, dismantled and sterilized daily and the work area well scrubbed, to avoid developing unpleasant odors and drawing flies. Be sure to remove all particles of fruit pulp from fruit juice strainers.



THE DIPPER WELL

2.

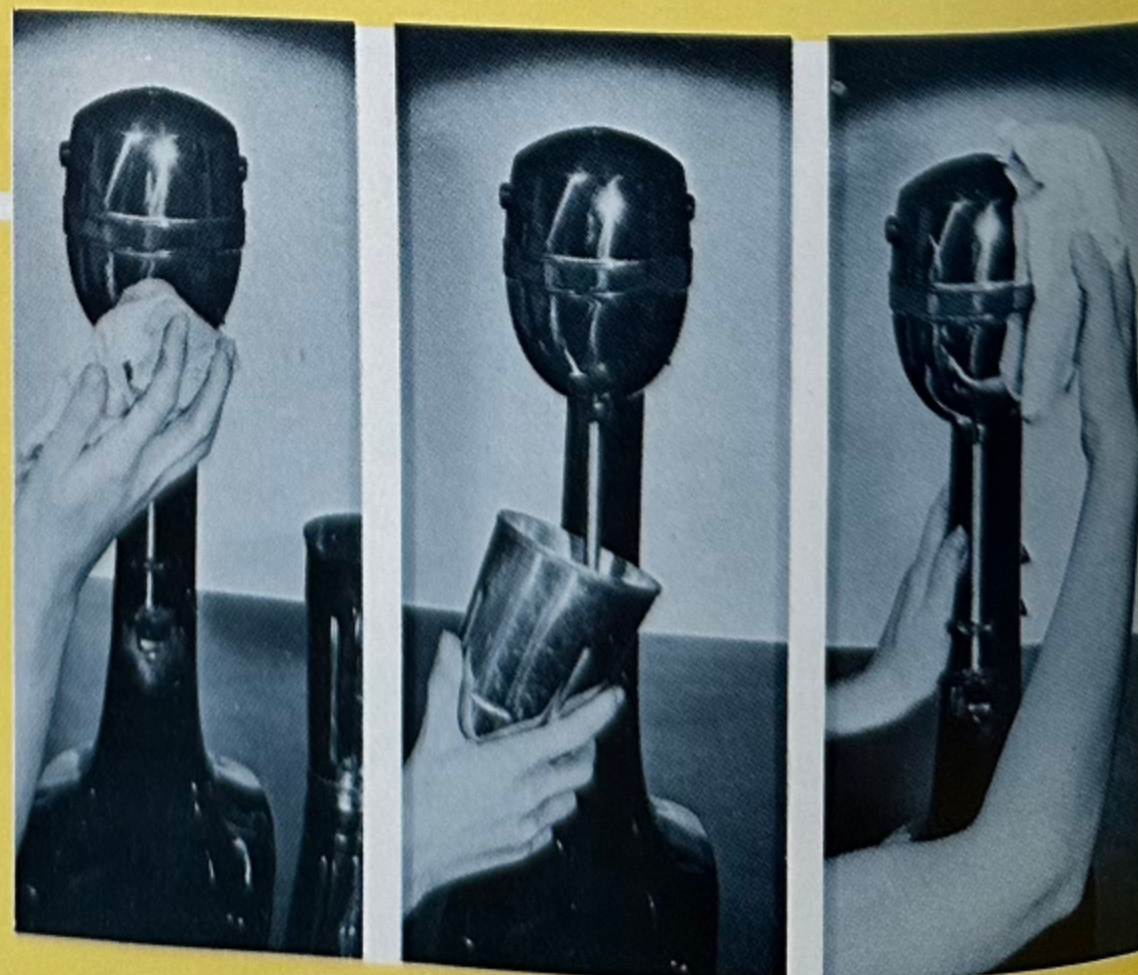
Daily or oftener, empty and clean dipper well thoroughly with warm soapy water. Rinse with clear water. Be sure running water is set to keep well overflowing.



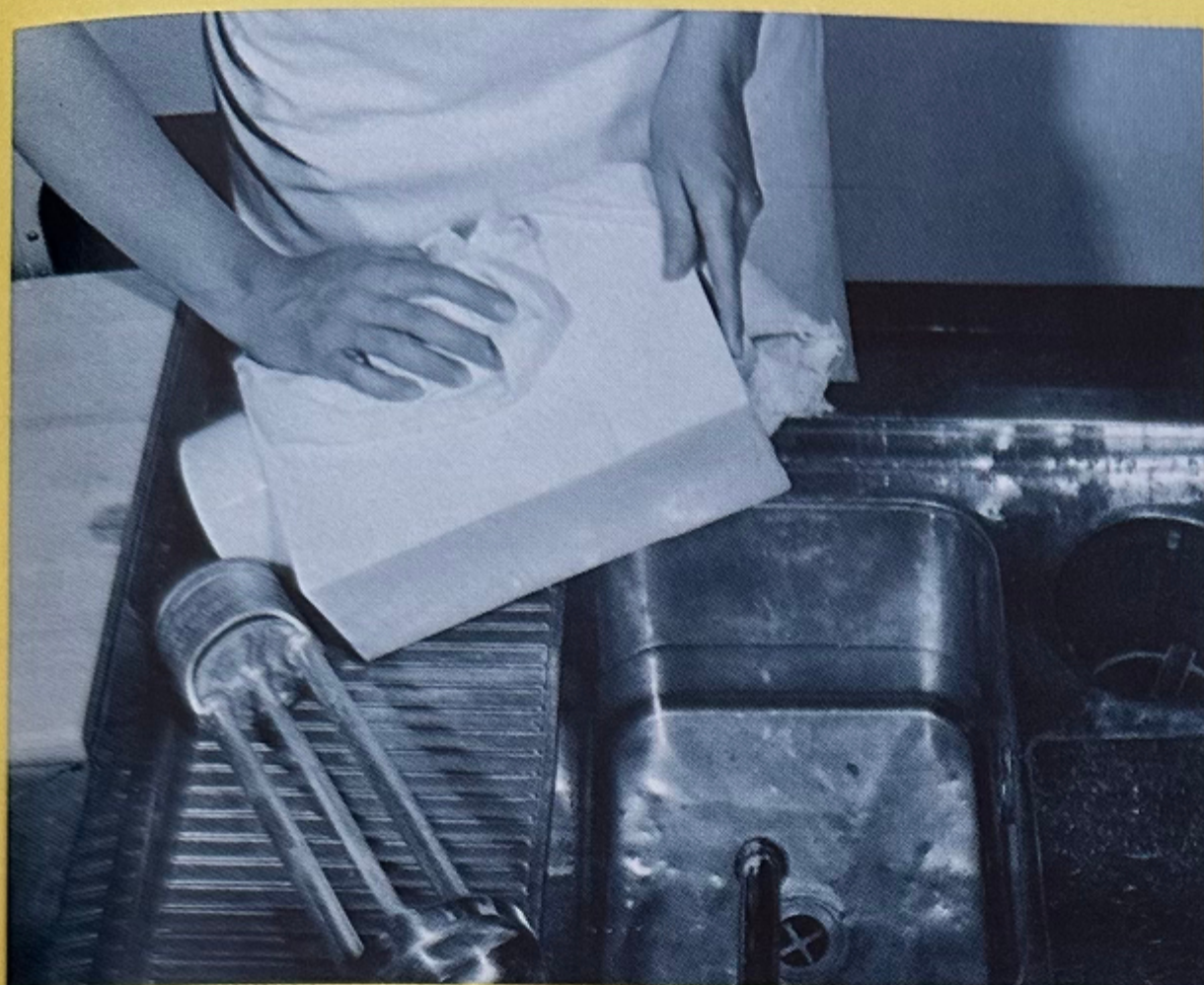
MILK DRINK MIXERS

3.

Clean the Drink Mixers daily with a damp cloth. Clean the spindle or agitator of the mixer by running it for a minute or two in a mixing cup half filled with hot water.



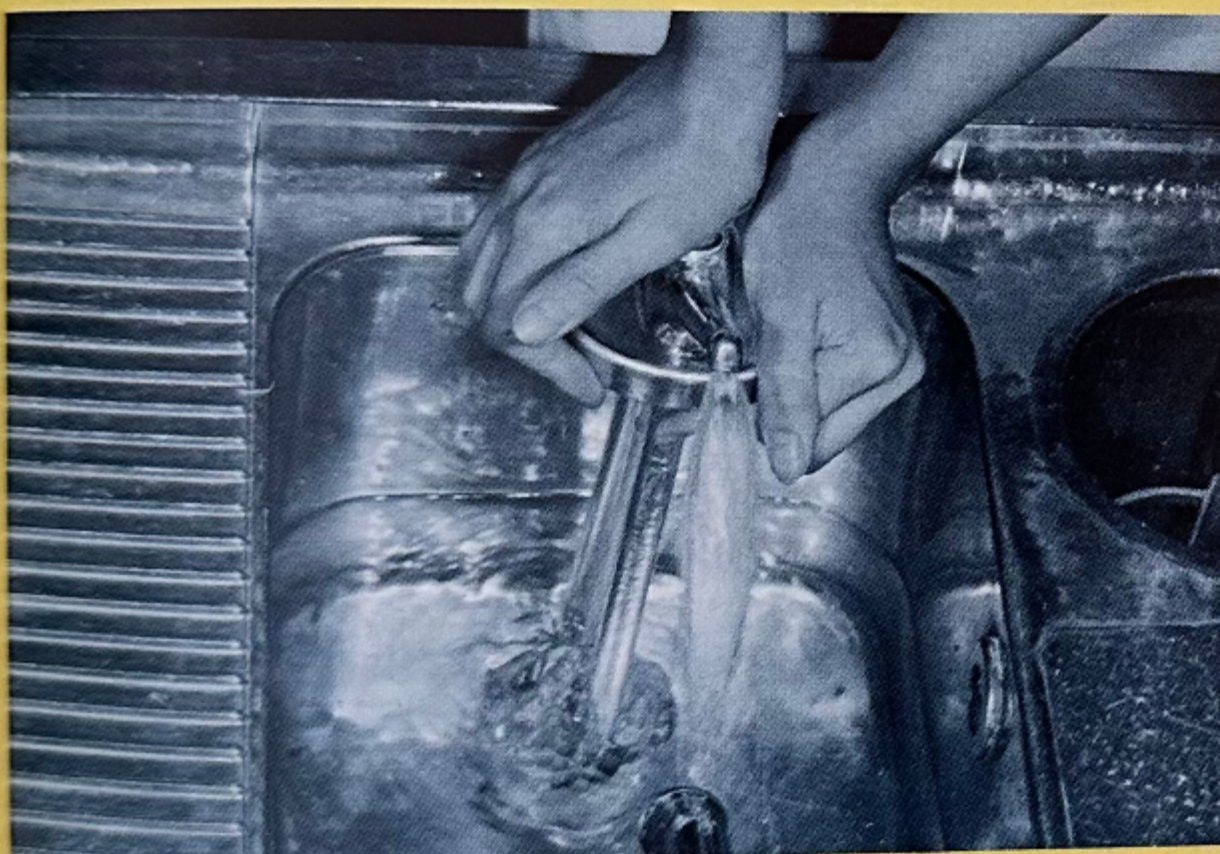
SUGGESTIONS



SYRUP JARS AND COVERS

The syrup jars and covers should be washed and cleaned with hot, soapy water. Rinse, dry and cool before re-filling and replacing.

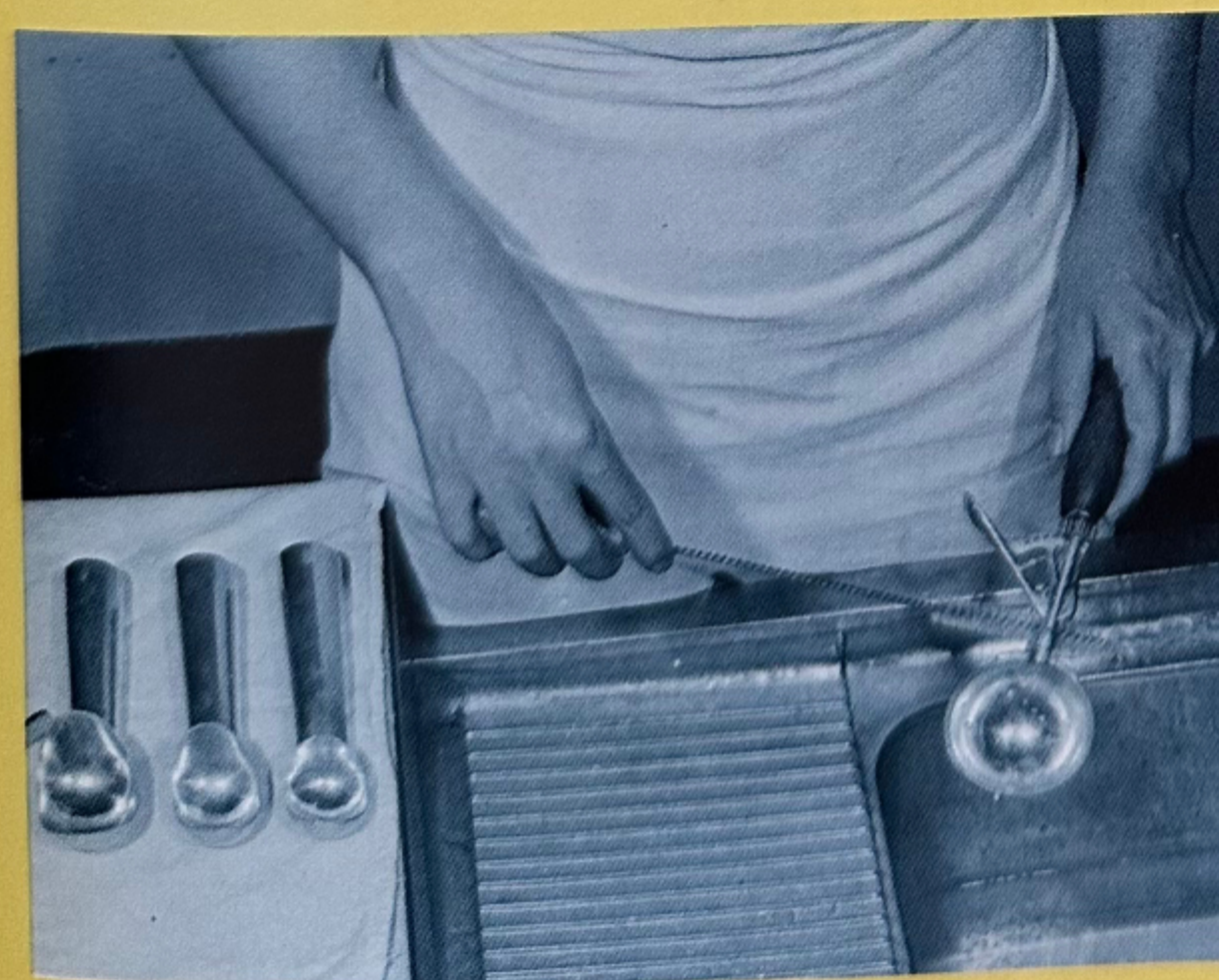
4.



SYRUP PUMPS

Take all removable parts off syrup pumps and wash them thoroughly, then flush syrup pumps by placing the pump in a sink containing clean, hot water and pumping the water through the pump spout. Cool the pump with cold water and drain all water from the pump before replacing in the jar.

5.



ICE CREAM DIPPERS, SPADES, AND SPOONS

At least once every day and always at closing time clean all Ice Cream dippers, spades, and spoons with warm, soapy water, and be sure to scrub all surfaces. Use a fine brush (as shown in photo) to clean around the springs of spring type dippers. Rinse well in clean hot water and then place on a clean surface. Cover with a clean cloth when not in service or store in a clean dry place.

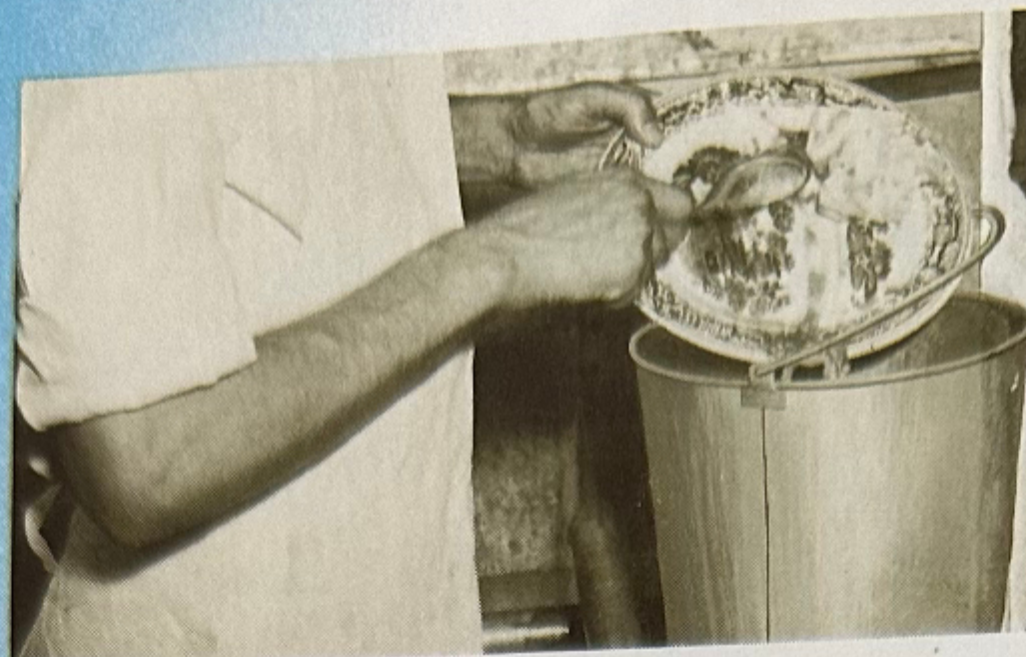
6.

Watch
these Spots!

GOOD Housekeeping

CLEAN DISHES AND GLASSES

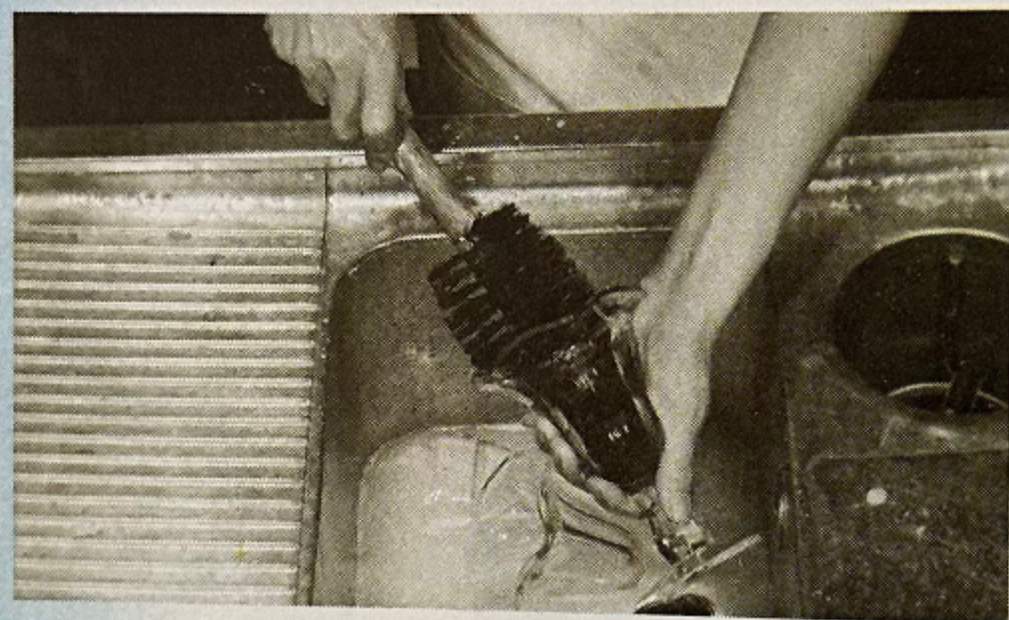
It's important that the dishes, glasses, silverware, etc., used at the soda fountain be perfectly clean and sanitary. To accomplish this it's necessary that the job of dishwashing be done right. Follow the procedure pictured below and you'll have dishes and glasses that are clean and sparkling—an invitation to customers to come to your store because you care enough about their health to be careful in the dishwashing process.



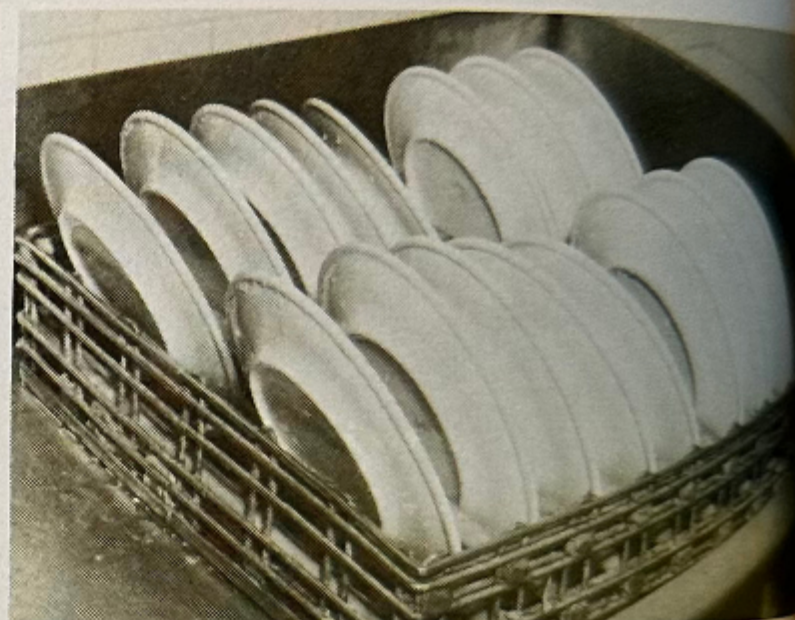
- 1 Scrape all left-over food carefully from the dishes into a container used especially for this purpose.



- 4 Then sterilize in hot water at a temperature of 180° F. for at least two minutes or in boiling water (212° F.) for at least one minute. Pouring scalding water over the washed dishes is not sufficient.



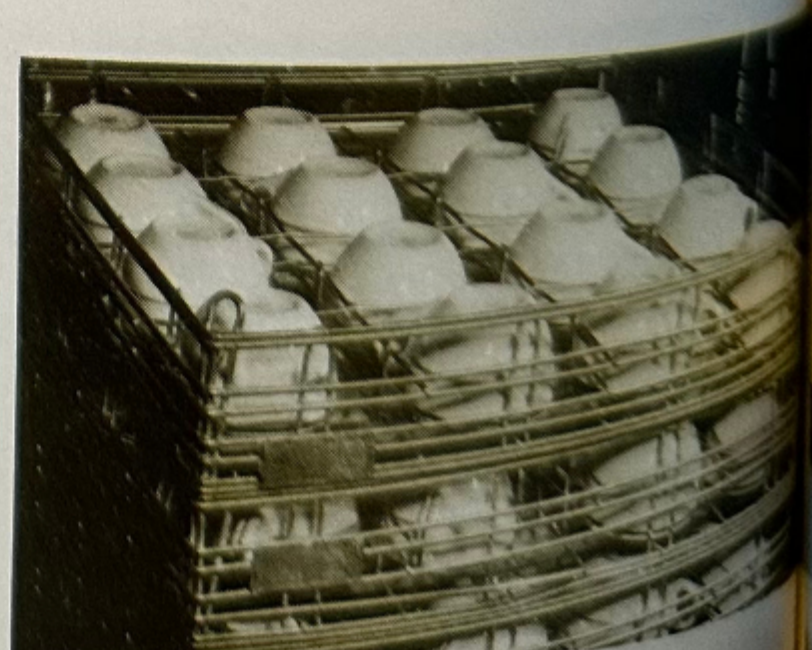
- 2 Wash dishes, glasses, silverware, etc., in clean, hot water (110° F.-120° F.) to which an adequate amount of good soap or detergent has been added. Use a brush on glasses to remove lipstick, grease and foreign matter.



- 5 After sterilization allow dishes and glasses to drain dry. Towelling should be avoided because an unclean towel may cause recontamination.



- 3 After a thorough washing rinse in clear warm water.



- 6 Store cups and glasses with the bottoms up. Then when they're ready to be used your fingers will not touch the insides in picking them up. Place silverware in a clean container so only the handles will be grasped when serving.

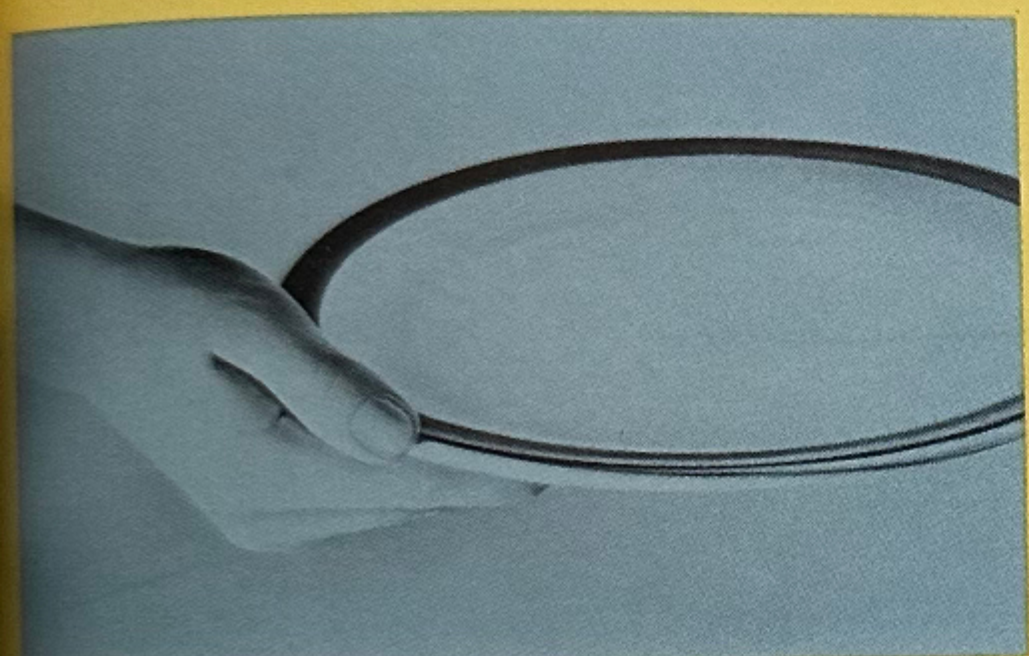
HAND IT TO THE CUSTOMERS

**The Correct Way—
and They Will Appreciate It!**

Clean hands and correct service are important in the operation of any soda fountain, luncheonette or restaurant. Everyone likes to eat in a clean, attractive place. Food and drink served in clean plates, cups and glasses stimulate the sense of taste. Remember to see that those who serve your customers

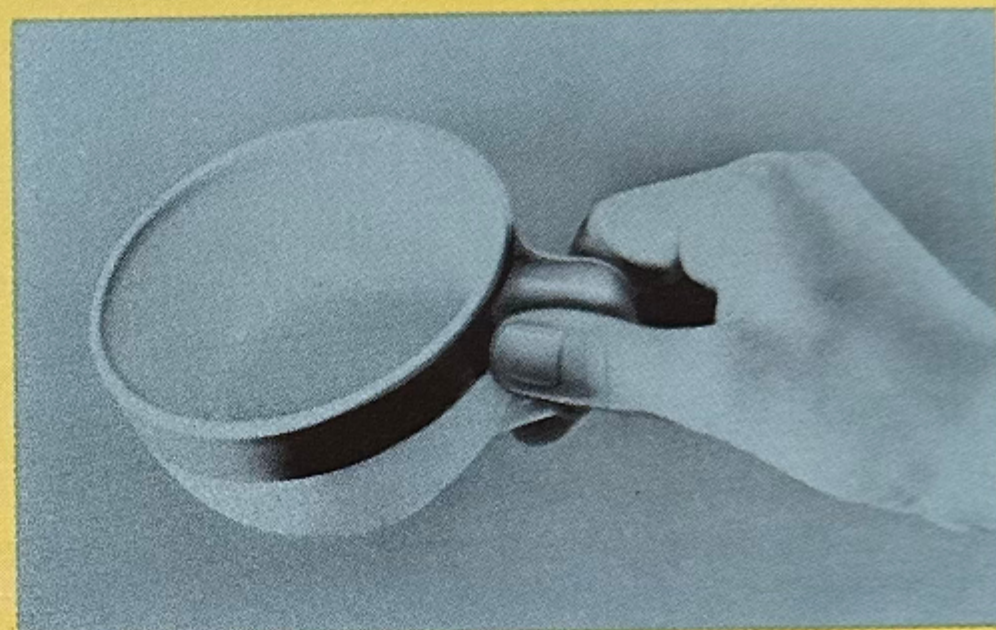
wash their hands thoroughly with soap and water before they touch food or anything that comes in contact with food. Trained personnel who follow the suggestions shown below, will help build profits and repeat business for your store.

CAPITALIZE ON CLEANLINESS FOR CUSTOMER ATTRACTION!



Here's how to hold a plate

*Always hold plates
by the rim and cups
by the handle.*

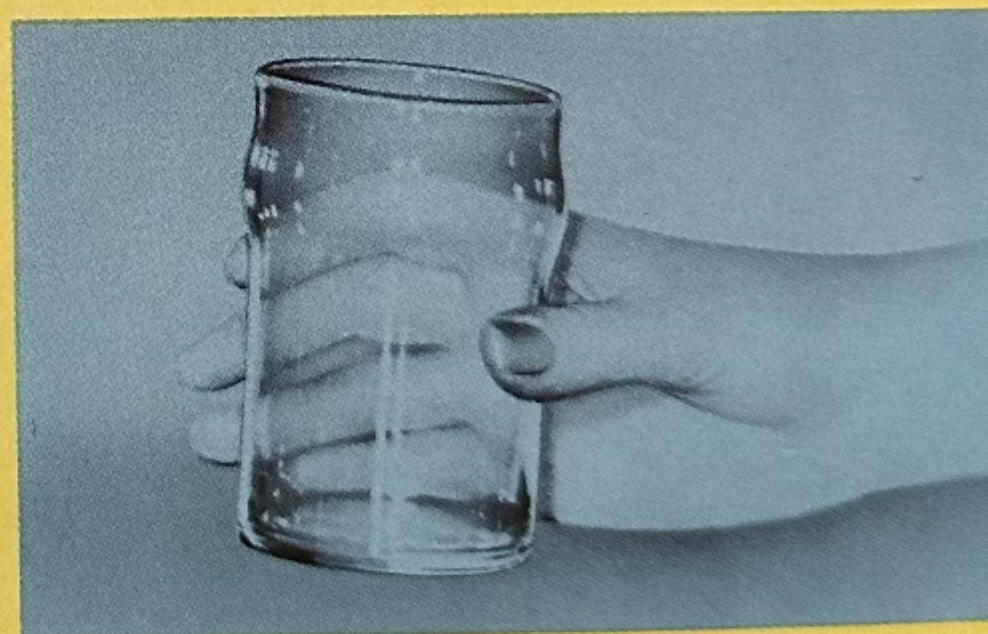


Use the handle to hold a cup

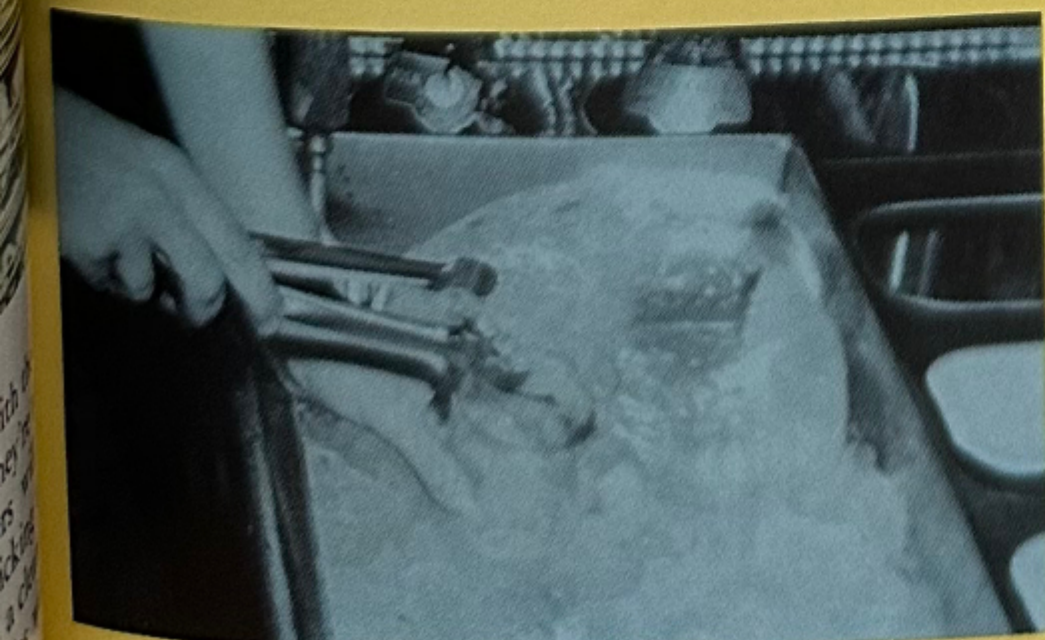


Silverware should be held by the handles

*Be careful to pick
up knives, forks and
spoons by their han-
dles, and glasses by
their stems or bases.*



Hold a glass this way



Use a scoop or tongs to dispense ice

*Pick up ice with
a scoop or tongs;
place a napkin
around an Ice Cream
cone to pick it up or
to serve it.*



Use a napkin when holding a cone

Protect YOUR Customers!

Sanitation in Food Handling—Dispenser hands should not come in contact with food your customers wish to eat . . . even if dispensers are clean.

Here are some illustrations of correct handling of containers and foods at the soda fountain.



1. } Use a spoon to sprinkle nuts over a sundae—never your fingers.



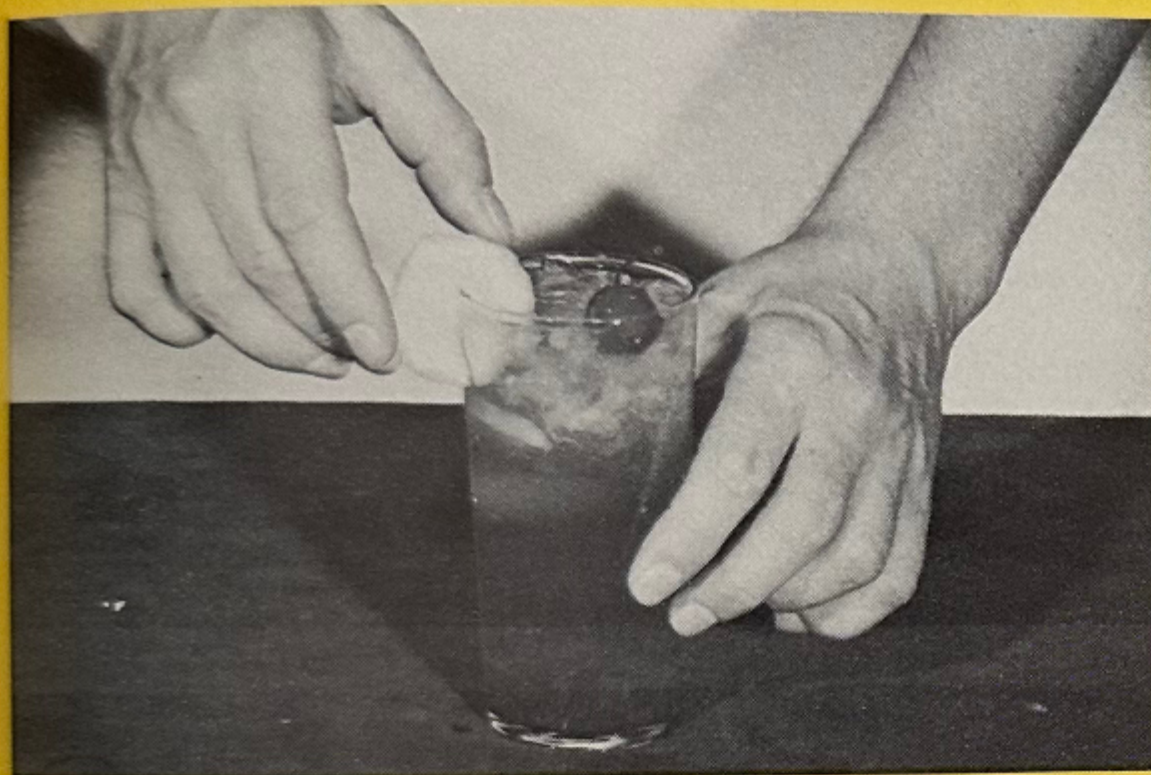
2. } Use a paper napkin around a cone, to avoid hand coming in contact with the cone.



3. } Use a dipper to pick up crushed ice for fountain drinks.



- 4.** Place cherries or decorative fruit on sundaes, banana split and other fountain services with a cherry fork. Don't pick cherries from bowl with fingers.



- 5.** Place fresh lemon or orange slice on drink, grasping the peel side of fruit, not the cut fruit itself.



- 6.** Hold serving plates by rim; forks, knives and spoons by handles.



- 7.** Grasp ice cream dipper well back from dipper bowl to avoid contact with ice cream service.



- 8.** Hold carton of Take Home Ice Cream in metal container with hand well down on side.

GOOD Housekeeping

CLEAN COUNTERS, TABLES, SHOWCASES

Dirty, wet or sticky counter top slabs and table tops give customers a very poor impression of the general cleanliness of a store. The usual, immediate reaction is one of distaste — a reaction that's definitely bad, saleswise, in any store that sells food to the public. Clean counter top slabs and table tops, on the other hand impress customers with the fact that the necessity for sanitation is realized by the store operator and everything possible is being done to provide clean service.

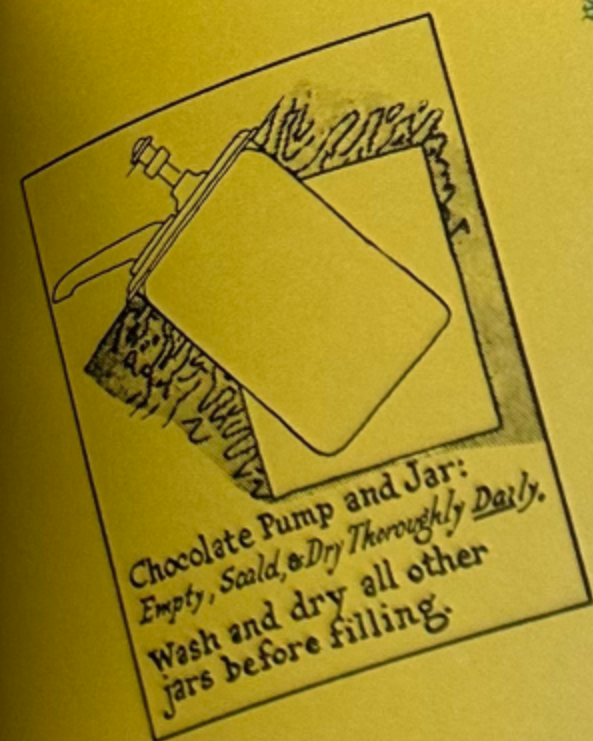
Clean showcases enhance the appearance of the merchandise displayed and contribute to the general effect of cleanliness that customers demand today in the stores they patronize.



Your customers will get more enjoyment from the Ice Cream combinations and other foods you serve if your counter top slab, tables, booths and chairs are kept as clean as those shown in this picture. Wash your counter with mild soap and clean warm water. If counter top slab is wood or composition protect the surface with a good coat of wax. Never use any abrasive cleaning powder to clean counter and counter top slab as you may injure the finish.



Wash the glass sections of your showcases frequently with soap and clean, warm water or other glass cleaner. Clean the inside of the showcase regularly. Arrange all display merchandise neatly.



before opening

Clean the Ice Cream cabinet—the top, the lids, underneath the lids and the hinges.

Fill the dipper well with clean water. Place *clean* dippers in the well, ready for service.

Place a sterilized dipper pad in position.

Be sure glasses, dishes and silverware are clean and in proper places.

Check supply of Ice Cream, Milk, ice and pressure of CO₂.

Clean cooler box and storage compartment and put in supplies.

GOOD Housekeeping

during the day

CLEANING SCHEDULES

Cleaning schedules faithfully followed make it easier for you to keep your store the clean, safe and sanitary place it should be when serving Ice Cream and other foods to the public. Here are some practical cleaning routines that, when put into practice, will help you get the job done quickly and efficiently...

after closing

Wash and scald pumps and jars.

Clean salad cabinet, sandwich board, grill, toaster, etc.

Clean and sterilize refuse chute.

Clean counter and back bar slab.

Clean juice extractor.

Clean all Ice Cream dippers.

Empty and clean dipper well.

Wash and sterilize serviceware.

Clean all coffee containers.

Clean and polish all metal parts.

Wash towels and leave to dry.

Clean floors and floor racks.

Wash sinks and drainboards.

Throw out any spoiled food.

cleaning weekly or oftener

Windows and glass doors.

Back bar, shelves, mirror, woodwork.

Give floors and floor racks a good scrubbing.

Tables, booths and chairs.

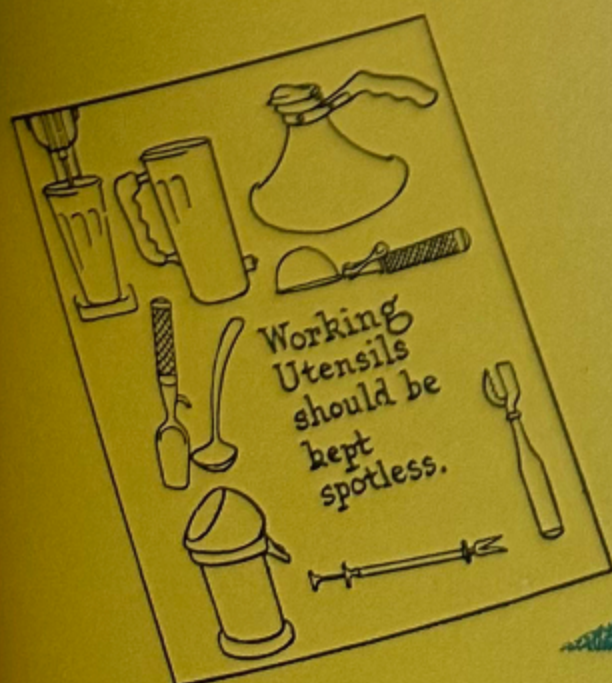
Polish silverware.

Defrost and clean Ice Cream wells.

Clean store rooms, and inspect food supplies.

Clean cellar thoroughly.

Clean the rear yard or rear entrance.



DANGER POINTS

10

OF FOOD SERVICE

Watch for these points when serving Ice Cream and other foods. Don't let them take place in your stores as they can cause you trouble.

- 1. Don't dip fingers into food or syrup to pick up serving spoon that has fallen in.**
- 2. Don't use fingers to wipe off edge of plate, cup or glass where food or drink has slopped over.**
- 3. Don't return unused bread from customer's plate to service counter.**
- 4. Don't replace silverware on table for customer's use if it has fallen on the floor.**
- 5. Don't store cartons of paper cups or containers under dripping pipes.**
- 6. Don't pour back unused cream from creamers.**
- 7. Don't reuse creamers without washing.**
- 8. Don't leave unlabeled cleaning, disinfecting, insect or rodent killing materials in food preparation or service areas.**
- 9. Don't leave mops or other cleaning tools where they can come in contact with or drip on foods or supplies.**
- 10. Don't leave screens open or in need of repair.**



The Invitation of the Clean Uniform

Yes, a clean uniform is the dispenser's first invitation to buy at your soda fountain. It adds the last touch to the brightly lighted soda fountain with well arranged back bar, and clean polished counter.

Since uniforms are a sales asset, they should be chosen for style, to suit your general set up, and create the impression that thought went into their selection. All personnel should wear the same type uniform. Shown is one type for men dispensers, one type for women dispensers.

Uniforms are expensive to purchase and maintain. Since they are a necessary part of sales cost, it should be to your advantage to get the most out of all you buy. Proper sizing is the first essential for wear.

In selecting uniforms, men's uniforms can be ordered in the same size as is worn in regular suits for street wear. Women's uniform sizes are usually listed by "Women's sizes," while most street dresses are purchased by "misses" sizes.

For comparison:

For street dress size	12	14	16	18	20
Uniform size to order	30	32	34	36	38

Research by the Linen Supply Association of America shows that the life of uniforms can be lengthened as much as 25% through proper care. Some ways in which dispenser can help prolong the useful life of uniforms are:

1. Use under-arm anti-perspirants or deodorants to combat the damaging effect of perspiration on your uniforms. All anti-perspirants must be used exactly according to directions on the package.
2. Many cleansing powders and fluids, germicidals, deodorants and other compounds contain chemicals harmful to uniforms. Even though you are careful they sometimes spot your uniform. When that happens, rinse the spot immediately and continue rinsing until the chemical is removed.
3. Beware of sharp edges, corners, loose nails and splinters—they cause rips and tears.
4. Don't hang your uniform on a nail. It wears holes in the back of the neck, causes unsightly rust stains and pulls your uniform out of shape. Don't pin your uniform unnecessarily. Continuous pinning in the same spot makes holes.
5. Frayed edges on uniforms spoil your appearance. Don't rub or lean against counters and tables.
6. Wear a big apron for protection when engaged in work which might cause heavy uniform soiling.
7. Avoid heavy soiling and staining. Strenuous laundering and stain removing processes cause premature weakening of the fabric. Many stains permanently injure cotton materials. Rinse out stains with cool water before they have time to "set."
8. Don't try to stuff large sales books and cards into pockets too small to receive them. Pencils, nail files, and sharp fingernails will cut pocket stitching. Pockets on freshly starched uniforms should be opened carefully.
9. Don't open zippers with a ripping motion—use the "puller." In closing the zipper, be careful not to catch threads or materials between the teeth. Careless treatment damages the fabric and jams the zipper by bending the teeth out of line.

And keep fountain towels clean too! Soiled linen has no place in the invitation of the soda fountain.



GOOD Housekeeping!

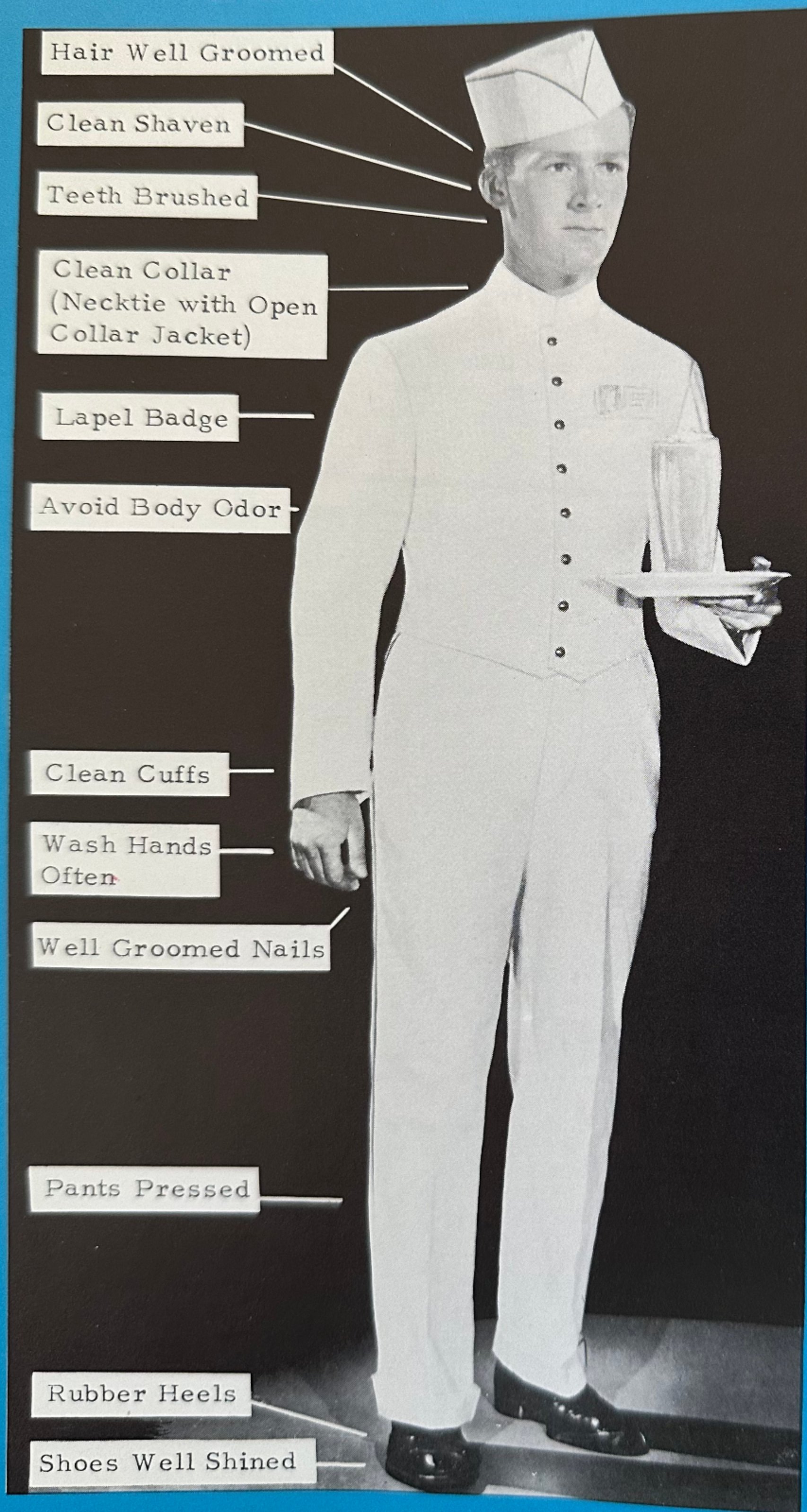
AND YOU

W H A T I S

Just as you so often judge people by their personal appearance so customers frequently base their opinion of a store's sanitation on the neatness and personal cleanliness of the dispensers and dispenserettes who serve them.

And rightly so. If food handlers are not conscientious about keeping themselves scrupulously clean then the chances are fairly good that they won't be as careful as they should be in handling the Ice Cream and other foods they serve to customers.

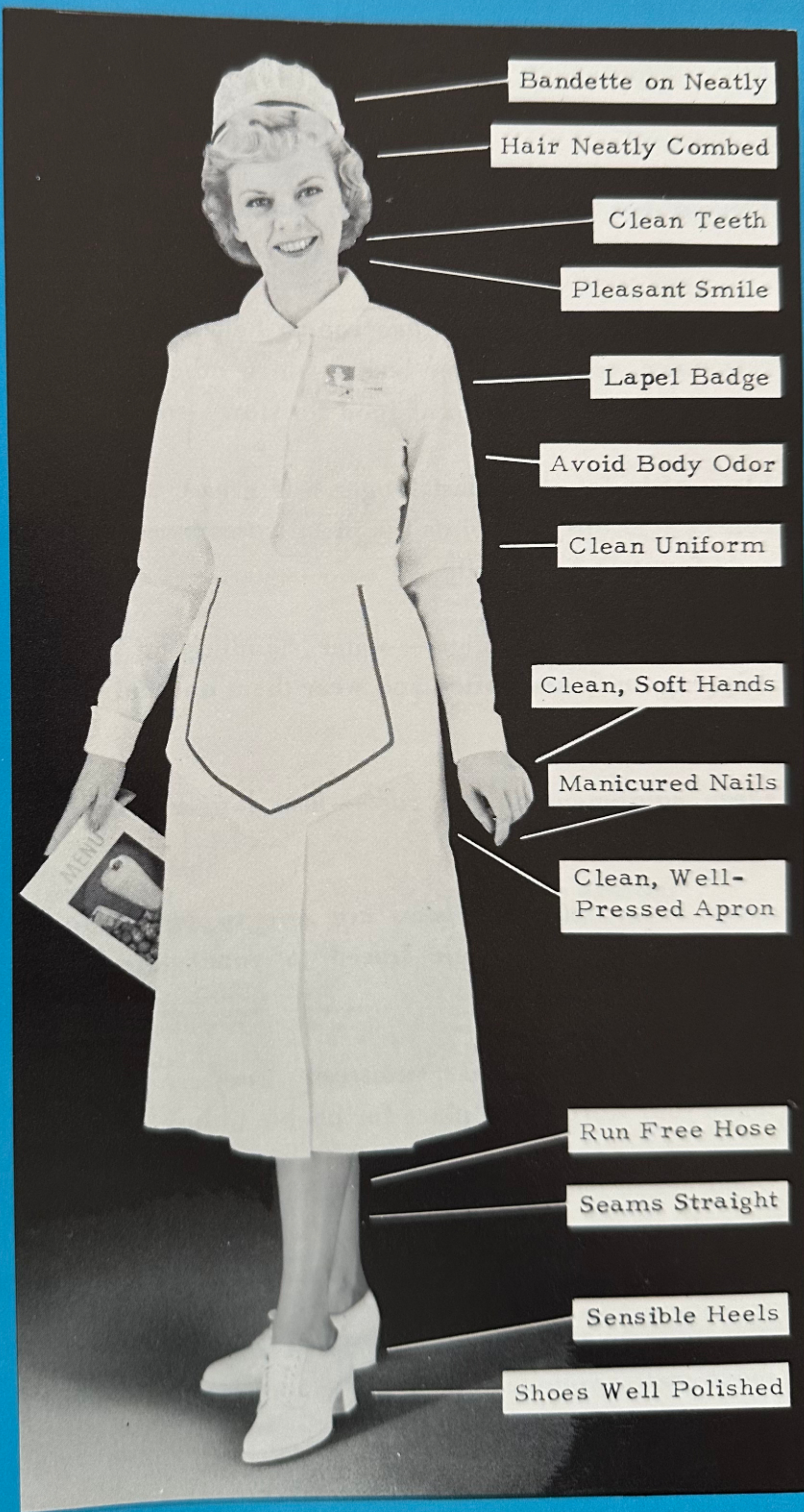
Personal cleanliness and constant neatness should always be the first commandment in every food handler's working religion.



YOUR CLEANLINESS SCORE?

Such things as frequent bathing, hand washing, teeth brushing, hair and nail grooming are necessary functions in everybody's life but they are especially important where a food handler is concerned.

Study the pictures on these pages and then make a silent examination of yourself. How do you rate on the points listed? Good? Bad? Indifferent? If your rating is bad or indifferent then it's time to get to work. Soap and water are cheap and the little time it takes to make yourself neat and clean will be time that you couldn't spend to better advantage.



There is a Reason for Cleanliness

Cleanliness in your store is not only necessary if you are to pass the inspection of public health authorities—it is good business to be clean.

Clean dishes help keep food from spoiling and so help you get back money for all the food you buy.

Clean cupboards and storage rooms help keep away rats, mice, roaches, water bugs—which otherwise destroy many dollars worth of food for stores every year.

Clean soda fountains last longer. If grease and dirt collect at seams and joints the metal corrodes and the soda fountain wears out.

Clean floors wear longer—water standing or pipes dripping on floors, soften and wear them out and cost you a repair bill.

Clean equipment doesn't rust—lasts longer—keeps down repair expense.

Clean silver, glasses, dishes are safe to serve your customers—an epidemic traced to your store can close you up!

Clean dispensers, clerks, waitresses, waiters — help make your store a safe place for people to buy.

Good health habits protect the health of your workers as well as the public—you have less absenteeism—fewer accidents when personnel are well.

A clean store draws more customers—more customers mean greater volume of business—more stock turnover—higher return on investment!





HERE IS THE *Sanitation Story* IN A NUTSHELL

1 CLEAN UP REGULARLY

... practice good housekeeping

daily or oftener cleaning:

drink mixers, sinks, fruit juicers, floors, drainboards, equipment, cabinet tops and lids, table and counter tops, check food for spoilage.

weekly cleaning:

windows, ice cream wells, backbars, behind fixtures, food cases, under fountain, storage rooms.

Plan and use a cleaning program, install equipment to make cleaning easy.

2 CLEAN SODA FOUNTAIN

Ice Cream cabinets or cooler box free from slime or spilled foods

Cabinet covers tight fitting—not warped

Clean covers, top and under surfaces, especially at hinges

Syrup rails, draft arms, drip pans free from slime and corrosion

Syrup jars and pumps clean and sparkling

Salad and sandwich sections, cutting board thoroughly clean

Sinks, drain boards and glass rinsers clean and free from slime and corrosion

3 CLEAN DIPPERS, SPADES, SPOONS

Keep in running water, not in jars of soiled water

Rinse in clean water

Take dippers apart for thorough cleaning

Drink mixing cans, fruit juicers, slicers clean and free from corrosion

4 CLEAN COUNTERS, TABLES AND SHOW CASES

Keep show cases clean, inside and out

Wash with clean cloth and clean water

Keep unwrapped food inside cases, protected from flies and dirt

Keep sugar bowls and sanitary wrapped drinking straws covered

Keep perishable foods under refrigeration

5 CLEAN DISHES AND GLASSES

Always wash, rinse, sterilize

Use plenty of soap, change wash water often

Sterilize after each use in hot water of 180°F for 2 minutes—use wire basket

Use clean brush to remove lip stick or grease

Throw away any cracked or chipped service ware

Wipe with clean towels

Store clean glasses, cups upside down—pick up by handles

6 CLEAN STORE

Smooth, clean, crack-free floors

Floors behind counters clean and dry (no sawdust)

Clean well painted walls and ceilings, no cracks or holes

Clean, orderly stock room

Eliminate flies, roaches and rodents

Garbage removed promptly—cans kept covered—clean, when empty

7 CLEAN FOOD HANDLERS

Wear clean washable aprons and uniforms

Place soiled uniforms in hampers—not in lockers

Hands and nails clean, neat appearance at all times

Hair combed—cap or net worn by girls

Keep fingers out of food and dishes

Wash hands after each lavatory visit

8 CLEAN CELLAR

No rubbish, rodents, insects, bad odors

Clean, dry floors, walls, ceilings

No holes around pipes, or in floor, walls or ceiling

All drains open, no leaking pipes

Cartons stored away from walls and raised above floor

9 CLEAN TOILETS, WASHROOMS

Clean at all times. Adequate lighting and ventilation

Plumbing in good repair

All doors self closing

Running hot and cold water at wash basin

Plenty of soap—individual towels

Mirror available

No clothing or materials stored here

10 BE CLEAN—KEEP CLEAN—SERVE CLEAN

Never touch Ice Cream with your fingers

Throw away Ice Cream dropped from scoop

Keep Ice Cream cans covered, replace covers immediately

Use holder to transfer cans

ICE CREAM IS DELIVERED TO YOU CLEAN—SAFE—SANITARY... SERVE IT THAT WAY!

Sanitation and Sales...

PARTNERS IN BUSINESS



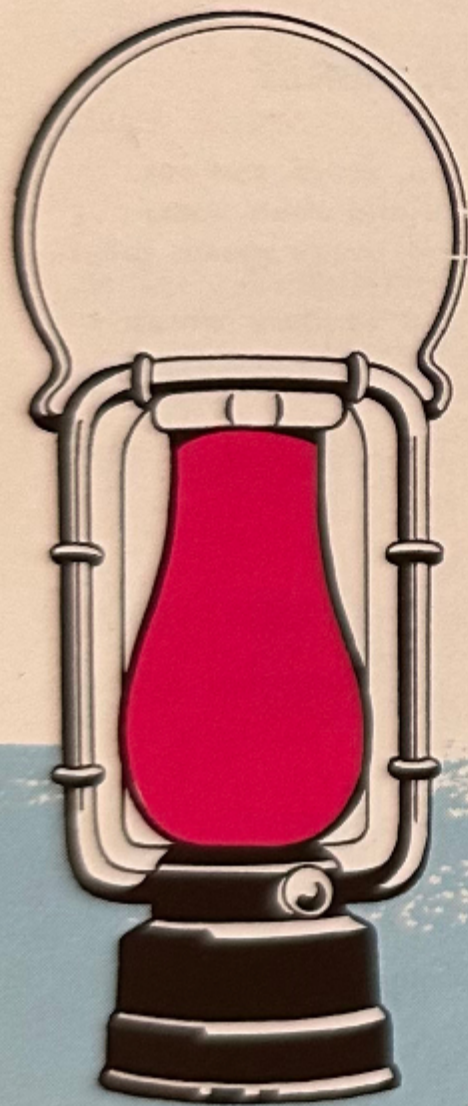
DANGER
SIGNALS



DANGER SIGNALS



DANGER
SIGNALS



Danger Signals

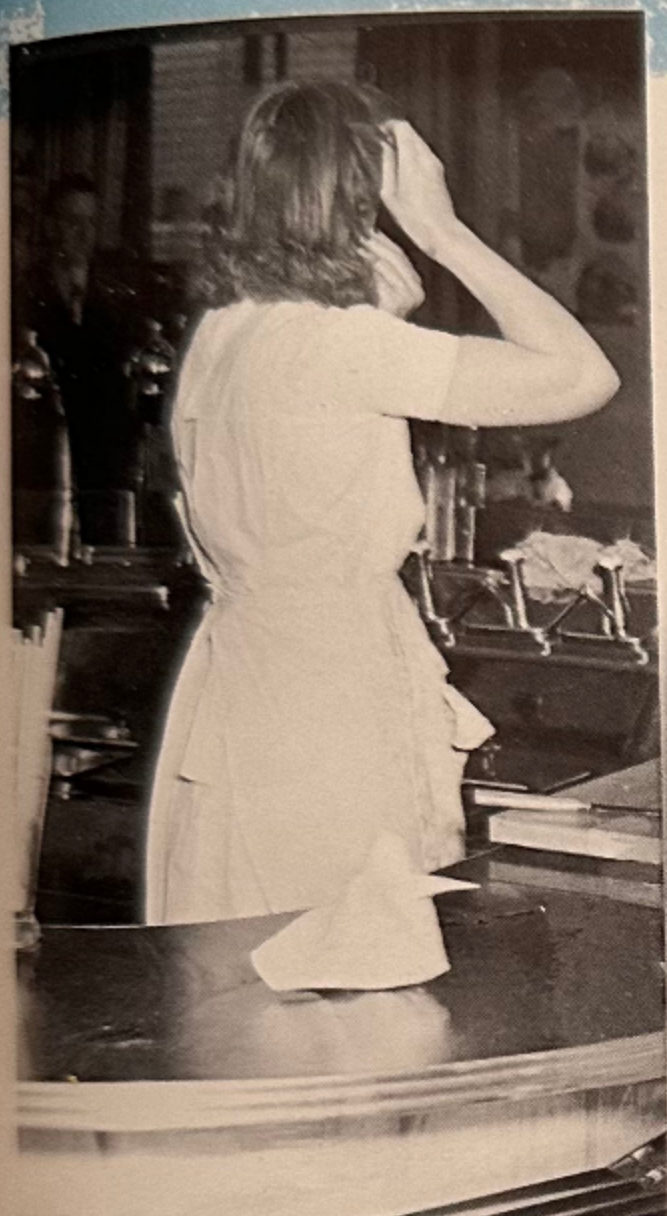
1. Dirty aprons or uniforms.
2. Washing hands in dishwater.
3. Wiping hands on dirty apron or towel.
4. Fixing hair while serving.
5. No hair net on dispenserette.
6. Picking nose while serving.
7. Scratching head while serving.
8. Picking at pimple, boil or infection.
9. Smoking while on duty.
10. Dirty bandage on dispenser's finger.
11. Coughing and sneezing while serving without using personal handkerchief to cover cough or sneeze.
12. Coughing and sneezing into towel.
13. Dirty finger nails on dispenser.
14. Handling butter with fingers.
15. Handling cake, crackers, donut, pie, etc., with fingers.

16. Picking up cracked ice with fingers.
17. Handling knives, forks and spoons by the part that goes into customers' mouths.
18. Inserting fingers into glasses, malt containers and cups.
19. Wiping serviceware, silverware and accessories with dirty towel.
20. Using dirty bar towel to wipe fountain equipment and serving counter.
21. Touching Ice Cream with fingers.
22. Ice Cream dropped on cabinet put back into can or into glass, container or cone and served to customer.
23. Straws served by holding by the fingers the end that goes into customer's mouth.
24. Finger bathing inside filled glass when serving customers.
25. Clean glass put over dirty individual bottle of milk contaminating interior of clean glass.
26. Spilling contents of Ice Cream service over fountain and counter.

It's been said over and over and over again—but it's important enough in the business of retailing food to the public to bear repetition until the dawn of doomsday.
Sanitation does influence sales.

If there were a simpler way of saying it, a more understandable way of saying it, if there were a more effective way of saying it we'd repeat it and repeat it because it can mean so much to the success of your business.

Here's another way of saying it that goes into more detail. Here is a list of insanitary practises that can turn business away from your door. These are **DANGER SIGNALS** that you should watch for carefully. They can penalize you dearly in sales and profits.



DANGER



SIGNALS



DANGER



SIGNALS



DANGER



SIGNALS

27. Fingers on sandwich while serving sandwich on plate to customer.
28. Failure to wash hands on leaving lavatory.
29. Syrup and milk spilled on fountain.
30. Wiping Ice Cream scoop on dirty rag before using.
31. Cleaning sandwich knife on dirty rag.
32. Removing excess syrup from sundaes with dirty rag.
33. Ice cream dipper tapped on dirty towel before dipping Ice Cream.
34. Ice Cream scoops and dippers kept in dirty well water.
35. Dipper well encrusted and dirty.
36. Dipper well chipped and cracked.
37. Ice Cream dipper encrusted and dirty.
38. Cakes, bread, donuts, etc., uncovered on top of counter.
39. Unwrapped straws on counter.
40. Back bar mirror dirty and fly-specked.
41. Silverware placed in receptacle with "business ends" exposed.
42. Glasses and cups stored with drinking rims up (should be inverted).
43. Floor under fountain littered with dirt and rubbish.
44. Paper carton used as refuse container at fountain.
45. Fountain cabinet covers and sinks dirty.

46. Ice Cream cabinet lids dirty.
47. Milk not under refrigeration and uncovered.
48. Used napkins and cigarette butts on floor.
49. Ice Cream cabinets left open.
50. Menus sticky and dirty.
51. Malt can uncovered.
52. Tarnished malt containers.
53. Uncovered sugar bowls.
54. Uncovered pies, cakes, donuts, etc., stored on shelves near floor.
55. Dishwashing water dirty.
56. No sterilization facilities provided for glasses and dishes.
57. Glasses "washed" by quickly dipping into dirty wash water and reserving to customer.
58. Using only two sinks—should be three. (If 3rd sink not available, use a pan filled with chlorine solution on the drainboard for sterilization.)
59. Dishwashing water less than 180°F and no detergents used.
60. Placing washed glasses on dirty drainboard. (Should be inverted on clean towel).

SANITATION FROM CELLAR TO CEILING

a timely check list for the retail store

Courtesy New York City Public Health Department

CELLAR FLOOR

Clean and dry
In good repair; ratproof
No openings at junction of floor and walls
Sewer trap covers in place; cleanout pit covered

FOUNDATION WALLS

Clean and dry
Whitewashed
Free from holes and crevices

CELLAR

Free of rubbish
Dumbwaiter and elevator shafts and pits clean
Stored materials neatly arranged away from walls and moved once a month

CEILING OF CELLAR

Free from cobwebs and dust
Painted or whitewashed
Ratproofed around all openings through which pipes pass

REAR YARD

Free from debris, loose garbage, stagnant water
No foods exposed
Garbage receptacles covered

FLOORS

Smooth, tightly laid and clean
Drains in good working order
Graded to drains (if any)
Free from holes
No openings at junction of floors and walls

WALLS

Clean, painted a light color
Washable; waterproof
Not broken
Ratproof; free from holes, cracks and openings around pipes

CEILINGS

Clean; painted a light color; paint not peeling
Not broken; smooth
Ratproof; free from holes, cracks and openings around pipes

WINDOWS AND DOORS

In good repair; clean
Protected against flies
Doors ratproof; $\frac{1}{4}$ inch or less clearance at threshold

LIGHTING AND VENTILATION

Fans, hoods and ducts clean and in good repair
Stoves, ovens, cookers, fryers, etc., provided with hoods properly ventilated to outer air
Exhaust fans adequate, in good order, noiseless
Skylights clean, in good repair, protected against rat invasion
Lighting and ventilation adequate

TOILET COMPARTMENTS

Walls, floors and ceilings clean and in good repair
Properly ventilated and lighted; door self-closing
Seats, bowls and urinals clean; bowls tight at base
Flushes in good repair
Hand basins clean and provided with hot and cold water
Soap and individual towels provided; "wash hands" sign posted

LOCKERS

Clean, in good repair and ratproof; no material or refuse on top
Sufficient number provided; clothing and shoes kept in lockers
Not located in room where food is stored or prepared
Soiled linens, coats and aprons kept in containers
Locker rooms clean, lighted and ventilated

FOOD STORAGE ROOM

Walls, ceilings, floors, shelves, bins and containers clean
Ratproof construction; free from rodent or insect infestation
Adequately lighted and ventilated; not too hot nor damp
Used only for storing foods
Overhead waste and water lines protected against drip
Floor racks removable; at least 10 inches above floor
Foods stored in ratproof, covered metal containers
Bins and containers cleaned before refilling

RAW FOODS

Foods not placed directly on floor
Inspected at least weekly; perishable foods inspected daily
Free from insect infestation, spoilage, contamination
Unwholesome foods segregated; denatured, marked "condemned" and removed promptly

EQUIPMENT

Sanitary construction; readily taken apart for cleaning
In good repair; no open seams, corrosion or defects
No lead or cadmium-plated parts
Dismantled, cleaned and sterilized daily and protected against contamination
Refrigerators clean; equipped with thermometers; temperature not above 50° F.
Drip from ice boxes entering open, trapped, sewer-connected drain
Unused equipment kept clean
Equipment installed so as to facilitate cleaning of surrounding area
Furniture, fixtures and shelving ratproof; free from hollow enclosed bases

WASHING AND STERILIZING FACILITIES

In good working order; plumbing properly installed
Adequate for peak volume
Hot water at not less than 180° F. Provided for sterilizing rinse
Sufficient number of wire baskets or trays provided for sterilizing and draining utensils

DISHWASHING MACHINE

Clean; in good working order
Entire surfaces of utensils adequately sprayed
Utensils exposed for sufficient time to washing and sterilizing process
Automatic detergent feeder in good order
Wash water changed frequently

WASHING AND STERILIZING OPERATION

Pots and pans scraped, scoured and cleaned
Eating and drinking utensils thoroughly cleaned and sterilized after each use; scraped, rinsed, then washed in clean hot water (110° to 140° F.) with detergent; sterilized with water at 180° F. or higher; set aside to drain and dry so that towelling is unnecessary
Stored on clean shelves, protected from rodents and insects, dust and splash

GARBAGE RECEPTACLES

Emptied and cleaned daily
Stored away from foods
Adequate number of metal covered garbage cans
Not broken or leaking
Garbage room, if provided, ratproof, clean, free of odors

METHODS AND OPERATION

Foods protected from contamination on counters, show-cases, etc., no open displays
Perishable foods kept refrigerated between processing operations, and prior to serving
Custard filling and custard-filled pastry rapidly chilled, and kept refrigerated
Hollandaise sauce not kept more than two hours after manufacture
Pork and pork products thoroughly cooked to prevent trichinosis
No unnecessary human handling of food
No handling of surfaces of eating and drinking utensils which come in contact with the mouth
Poisonous insecticides not carelessly spread where they may contaminate foods or utensils
No evidence of rodent or roach infestation
Use of silver polishes which contain cyanide prohibited
Ice Cream scoops kept in cold running water
Milk dispensed from approved dispenser or in single service container
Milk can tags filed and kept for 60 days
Shellfish received from approved sources only
Shellfish tags filed and kept for 60 days
No animals housed

PERSONAL HYGIENE

Hands and fingernails frequently washed, especially before leaving lavatory
Caps or hairnets worn
Clean washable outer garments
No spitting and no smoking
No person at work with any communicable disease, colds, sores or infected wounds
Hands kept away from nose, mouth, skin, hair, etc.



PACKAGED ICE CREAM

One of the factors influencing the sale of Packaged Ice Cream in recent years, has been the increase in installations of cabinets in grocery stores and supermarket outlets. This feature of Ice Cream selling is a modern development.

The trend is no doubt partially due to the greater number of mechanical refrigerators and the "deep freezes" in the home. The sale of Ice Cream in cartons larger than one pint has been, for this reason, significant. While there are no statistics available at this time on the exact number of home mechanical refrigerators and deep freeze cabinets in use, there is a great advance in the number of such conveniences in the present day modern home. This helps account for the sale of Packaged Ice Cream as an item to take home and *store*, rather than the purchase of the small package of Ice Cream which was taken home and consumed at the meal immediately following its purchase.

With the great increase in the number of grocery stores and supermarkets handling Ice Cream, it is easy for the homemaker to purchase Ice Cream when she purchases her other staple food items. At least in metropolitan areas the present ability to store Ice Cream at home in the mechanical refrigerator or, in larger quantities in the deep freezes, influences the decision to purchase the larger 1/2 gallon or gallon package.

With the modern method of purchasing, especially in the cities and suburban communities, and increasingly so in the smaller towns, the supermarket or large departmentalized grocery store becomes a great factor in

the sale of food to the communities it serves. In the supermarkets and grocery stores there were comparatively a few cabinets a few years ago. In fact, so few, that they were not often taken into account in the planning of store management. Today, probably eight or nine out of ten food stores sell Ice Cream.

MERCHANDISING NECESSARY

Aggressive merchandising is still necessary in order to produce volume sales of Ice Cream, which will be adequate for the grocery store operator or food market supervisor to make a satisfactory gross. The influence of the present day way of living in the home, where television is more often found and where home freezers are increasingly used, the greater consumer purchasing power, and the great convenience of Ice Cream in the many forms in which it can be used—all these—plus the prestige of quality Ice Cream of a recognized brand, influence grocery store purchases to a very large extent. Ice Cream has long been considered an "impulse" item in the stores which offer it to the consuming public. This is probably as true in the grocery or supermarket as in the soda fountain where it is sold to the consuming public for "on the spot" consumption. In the grocery or food store, successful promotion of Ice Cream depends on:

1. The choice of a brand of Ice Cream which has consumer acceptance. A supermarket executive said recently: "**QUALITY** is extremely important! At mealtime, Ice Cream is used as a dessert, and

certainly the food served to top off a meal goes a long way in determining just how good the whole meal was. When served at other times—to the children—mothers believe it is a good, substantial food, particularly for those growing bodies, and when it comes to food for their children, they want the best! Quality has a definite bearing on the sales results of Ice Cream in any store."

2. Identification. The sign on the door or the front window which shows that your store sells Ice Cream—this is the first step toward sales. Display signs which direct store traffic to the Ice Cream cabinet—"Take Enough Ice Cream Home"—"Today's Special" . . . and similar signs throughout the store keep the idea of Ice Cream in shoppers' minds. Tie in with newspaper advertising of the brand of Ice Cream you carry. Tear sheets of the newspaper ad help remind customers and call attention to Ice Cream.

3. The location of the Ice Cream cabinet at a point where traffic passes and where it is seen in conjunction with certain other related departments. Three of these departments where Ice Cream sales can be most effectively tied in are the dairy department, the bakery department, and close to the check-out counter. Ice cream is a perishable food, and the cabinet should be so located as to bring the shopper to the cabinet near the end of her store journey. Near check-out lanes are fine, as the

shopper can then pick up the Ice Cream package, knowing she is ready to leave.

4. Insulated carry-out bags must be available right at the cabinet for every Ice Cream purchase. A great deal of credit must be given to this carry-out bag in influencing the swing of Ice Cream sales to food department stores from other retail outlets.

5. Care of the Ice Cream cabinet and the packages. See that the Ice Cream cabinet is kept at proper temperature—cold—cold—cold. Packages arranged in order of flavors—an assortment of sizes of packages and of special items like cups, fudgsicles, popsicles, etc., all attract customers. Display packages in a neat arrangement, to help move stock.

Learn the code numbers placed on your Ice Cream packages. This code indicates the date on which the product was made. Packages of perishable foods like Ice Cream, should be rotated very carefully, to ensure your customers fresh goods at all times. Place the latest delivery or the highest code at the bottom of the cabinet.

6. Prices plainly posted are essential to help sales. When specials are offered put up conspicuous price posters, calling attention to the value offered and the time for which it will be in effect.

Aggressive merchandising, taking into account the various points at which sales emphasis can result favorably, all contribute to volume sales, which makes the handling of Ice Cream more profitable.

HELP THE CABINET SELL ICE CREAM



HELP YOUR CUSTOMERS TO BUY . . .

In addition to placing the Ice Cream cabinet in a prominent "Pay-off" location in the store, there are other ways to keep customers coming to the Ice Cream cabinet to buy.

On the following pages we have suggested some ideas which may be of assistance to you in promoting the sale of Ice Cream from the cabinet. Related items can be effectively displayed near the cabinet but be sure in displaying them they do not get so close to the cabinet that they make it difficult to get out the Ice Cream.

Ice Cream is an "impulse" item in many stores but it can become a daily commodity by aggressive merchandising and by following principles of merchandising which are effective in the presentation and sales of all food products.

Merchandising Ice Cream with Related Foods

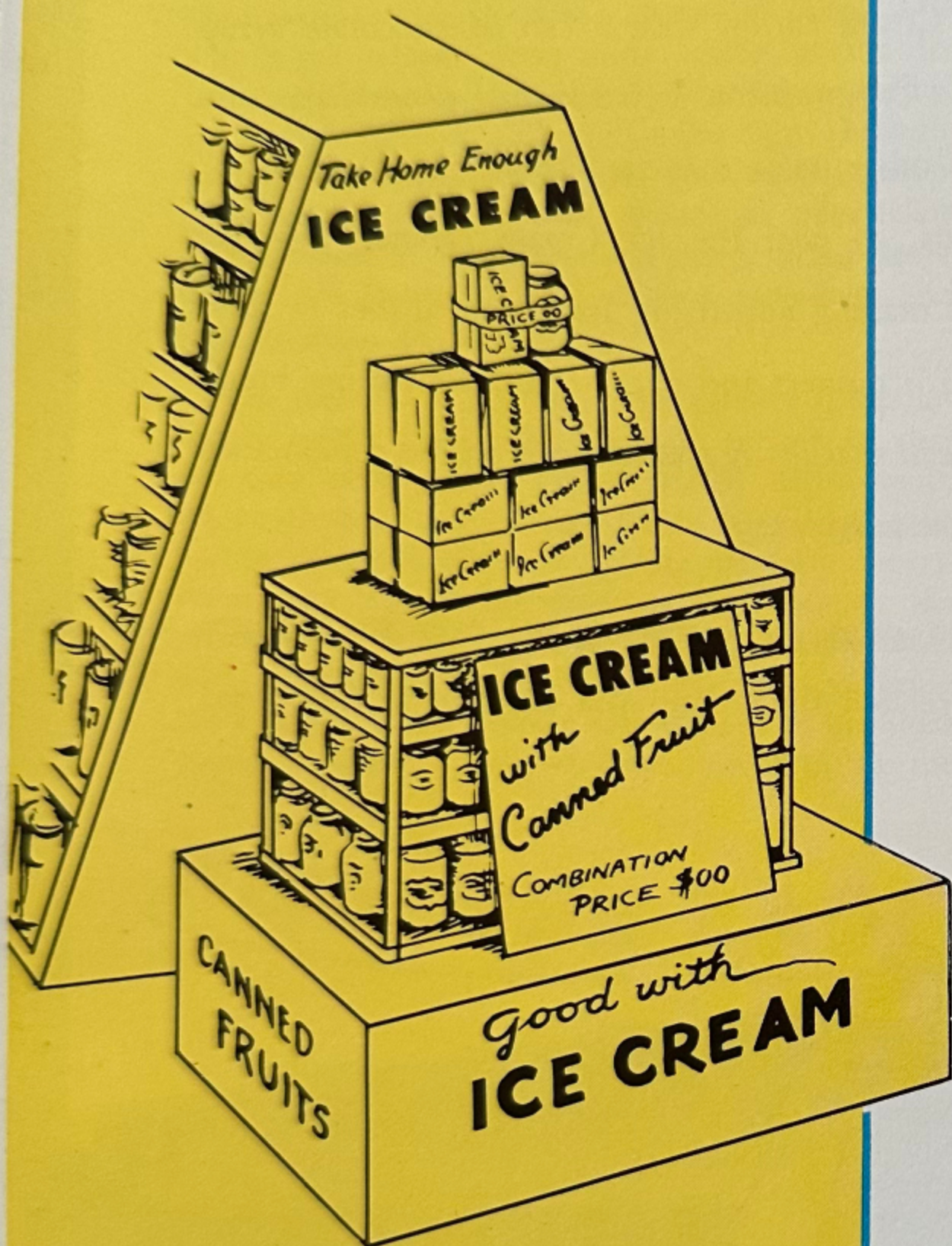
**A sure way
to make two
or more sales
instead
of one!**

On the shelves around your Ice Cream cabinet, build inviting displays of sauces, toppings and cakes that are so good with Ice Cream. Tape together an empty Ice Cream carton with a can of chocolate syrup and a can of nuts; an Ice Cream carton with a loaf of pound cake; and Ice Cream cartons with other items that are "good with Ice Cream." These combination units, so near the Ice Cream cabinet, give the customer new ideas for making appetizing Ice Cream dishes to serve at home; new desserts for dinners and parties; and nourishing breakfast menus and in-between snacks. A special price on the combination unit will increase impulse purchases.

Take Home Ice Cream sales are increasing all over the country. Attractive displays of related foods help you cash in on this trend.



WHAT IS RELATED SELLING?



RELATED SELLING

attracts
buyers...
stimulates
sales...

Just applying the good old idea that people are more easily appealed to when they are in the buying mood.

When people become customers in your store they are usually there to buy. Sometimes they have only one purchase in mind—but when they see something that jogs their imagination, particularly in foods, they are apt to include an item or items in their purchases.

Suggest Ice Cream with related items in store displays—simply grouped around the Ice Cream cabinet or at the soda fountain.

Display these foods with Ice Cream cartons in an eye catching mass arrangement.

Here are a few which will help sell more of both:

Ice Cream cartons and chocolate syrup
(small cans for home use)

Ice Cream cartons and cookies

Ice Cream cartons and canned or fresh fruits.
Use signs to direct attention to the display—
change the display often to stimulate interest.



An additional purchase at the time the customer is being served stimulates the sales check.

Suggestions which results in such sales are profitable to the store and pleasing to the customer. Naturally you are interested in stimulating the sales check.

Desserts often chosen at the luncheonette are pie, pudding, cake, donuts. Every one of them can be topped with Ice Cream to the profit of the store and the pleasure of the customer. This is related selling—two sales for one.

Here are pictured the attractive serving of pie ala mode, split layer cake with Ice Cream and layer cake ala mode. Each is usual service with the Ice Cream added. Takes only a moment longer to prepare and adds to profits.

Other combinations of Ice Cream and foods which are popular are:

Donut ala mode

Jello Topper—fruit jello with a ball of blending flavor of Ice Cream on top. Strawberry Jello with Pineapple Ice Cream is delightful.

Bread Pudding ala mode (Strawberry Ice Cream is delicious for this)

Chocolate pudding ala mode (Vanilla or nutted Ice Cream is so good)

Fudge Cake with Vanilla Ice Cream and sprinkled with shredded cocoanut if desired for extra appeal.

RELATED SELLING MOVES MORE GOODS TO MORE PEOPLE

Your imagination and the desserts on your luncheonette counter will suggest many more combinations which sell both desserts and Ice Cream.



Give your menu a "pick-up" and your sales a "shot in the arm" by featuring related foods in combinations that appeal to customers.

POINT-OF-SALE SUGGESTIONS TO

Use your Ice Cream cabinet and your blackboard to make record sales of Ice Cream and related foods—

**TAKE HOME ENOUGH ICE CREAM for
DINNER TONIGHT**

31 dinners to plan this month!

*We have the "makings" for these desserts
and many others . . . Let us help you!*

WE SUGGEST:

ICE CREAM with FRESH FRUITS • ICE CREAM with POUND CAKE

ICE CREAM with PRETZELS

ICE CREAM with NABISCO FIG NEWTONS • ICE CREAM with PIE

ICE CREAM with CHOCOLATE SAUCE

ICE CREAM with MAPLE SYRUP AND NUTS

ICE CREAM with COOKIES

*and ICE CREAM—a generous serving in its
own goodness*

Read these pages carefully and modify our suggestions to suit your individual store—your customers and their needs and habits. These ideas have proved merchandising value—Pick out those most appealing to you. . .

STIMULATE SALES of TAKE-HOME ICE CREAM

Many months, the Homemaker has to plan *thirty one* dinners for her family. *Thirty one* times decide, "what shall I give them today?"

Why not help her solve one important problem, what to have for dessert?

Here's one idea—place a gondola near your Ice Cream cabinet, with a display of foods, which can be combined with Ice Cream; cakes, pies, fruits, jellies, preserves, nuts, cookies, crisp ready-to-eat cereals. Pyramid the top shelves with empty Ice Cream cartons, of the type you carry in the Ice Cream cabinet.

Then on your blackboard, as we have shown here, write a short sales message and list below it some combinations you have available and which the homemaker

can pick up right then and there.

There are real possibilities in combination selling—a special price for the two-in-one purchase adds more power to promotion.

If you like—change suggestions and displays weekly to stimulate customer attention.

The idea will sell more Ice Cream and more of your other commodities. Adapt it to your stocks and give it real promotion by the blackboard, and by personal suggestion to your customers.

There are *thirty one* meals to plan where Ice Cream and Ice Cream with other foods you sell may be used. Get your share of these spots for Ice Cream.

Here are a few simple suggestions for the meal-planning Homemaker

"LORNA DOONE SHORTCAKE" . . .

Courtesy National Biscuit Co.



Arrange 4 "Lorna Doone Shortbread" on an individual serving dish—top with fresh fruit and generous spoonfuls of Ice Cream—place a "Lorna Doone Shortbread" on the Ice Cream and garnish with a piece of the fresh fruit. (good for strawberries, cherries, peaches, apricots, etc.)

—Photo Courtesy National Biscuit Co.

JELLY ROLL TOP HAT . . .



Place a slice of jelly roll on a serving dish—top with a generous spoonful of Vanilla Ice Cream. Drop on the Ice Cream spoonfuls of jelly which blends with the flavor of that in the jelly roll.

ICE CREAM WITH PRETZELS . . .

All set for the T.V. guests or for the family. Ice Cream topped with cherries, served with pretzels by a gracious hostess—simple, and oh so good!





IS ICE CREAM

To give you a few suggestions to help you, may we put it in the form of the following questions?

1. Is your Ice Cream cabinet in an advantageous location where impulse buying may be converted into sales?..... ☐
2. Are the Ice Cream packages arranged attractively, in orderly fashion according to flavors?..... ☐
3. Do you check frequently the condition of your sales cabinet and rearrange Ice Cream packages as needed? ☐
4. Are you stocking the flavors suggested by your supplier, including the monthly feature flavor? ☐
5. Are you stocking enough Ice Cream to keep packages at "selling level"? ☐
6. Do you have selling prices of different sized packages properly posted at the cabinet? ☐
7. Do you frequently check temperature of Ice Cream cabinet to assure correct holding temperature for your packaged Ice Cream? (For correct temperature check with your Ice Cream supplier) ☐
8. Are you rotating packages to keep Ice Cream fresh? ☐
9. Is the Ice Cream department of your store well identified, to make it easy to find? ☐
10. Do you have insulated bags available at the cabinet with a sign suggesting their use? (If these bags are free say so—if you charge, say so.) ☐

**ARE YOU GETTING
A LARGE PACKAGE
OF ICE CREAM
INTO THE SHOPPING
BAG TO GO HOME?**

IN THE BAG?...

11. Do you have interesting displays of related foods, which are advantageous purchases, adjacent to the Ice Cream cabinet? ☐
12. Do you feature combinations of Ice Cream with related foods at special prices (such as a package of cookies, 1/2 gallon of Ice Cream at a Price? Or a can of topping and 2 pints of Ice Cream at a price?) ☐
For example! chocolate fudge, butterscotch, crushed pineapple, sliced peaches, etc. or fresh fruit and Ice Cream or Ice Cream and cranberries. ☐
13. Do you use shelf signs throughout the store indicating foods good with Ice Cream? ☐
14. Are you taking advantage of the promotional power of Ice Cream point-of-sale material? ☐
15. Do you take advantage of sales possibilities of related items as suggested by National Advertising Companies for making sundaes, Ice Cream sodas, banana splits, and other combinations in the home by displaying these related items with signs making such suggestions? ☐

These questions afford you an opportunity to double check your selling methods on one of the most profitable foods in your store.

These questions are not being asked to test your "I.Q." but to alert your entire sales force to the profit possibilities of getting more Ice Cream to go home in shopping bags throughout entire year.



MAKE SURE YOUR CUSTOMERS

TAKE HOME ENOUGH ICE CREAM

Lots of opportunities for calling to your customers attention to the ease of serving Ice Cream for the gatherings of the school crowd, for those get-togethers which they enjoy.

For any and all occasions planned or spur-of-the-moment when "good fellows get together."

Use advertising tie-in with promotions of products which offer you the chance to suggest Ice Cream in combination . . . then remind customers by store signs, word of mouth suggestions—displays.

CHERRY PIE WITH ICE CREAM



"What's better than cherry pie **WITH ICE CREAM**" * * * * Nothing? you are so right!

Suggest a box of Ice Cream to go along with the cherry pie from your bakery department. Have the clerks at the bakery counter suggest the combination; display a sign at the Ice Cream cabinet: "Top that red cherry pie with Ice Cream—together they're terrific."

Offer a box of pie crust mix, a can of red cherries, and a box of Ice Cream at a combination price. "A good deal" for your customers—a "good deal" for you too—for combinations sell goods!

SEND A POST CARD

A post card to your customers who own home freezers, giving them the list of Ice Cream flavors in the large take home gallons and half gallons, reminds them that they can get these at your store. This will move many packages of Ice Cream, and keep the freezer owner reminded of what an easy way to prepare for the family and for guests. Keep plenty of Ice Cream on hand.

SPOTLIGHT YOUR ICE CREAM CABINET

Place a spotlight so as to throw a beam of light on the Ice Cream cabinet. Change the color of the bulbs often enough so that the light appears different.

HOLIDAYS HELP SELL ICE CREAM



Fall brings us closer to the end of the year; to the time when the thoughts of people turn to the holidays which are ahead; the season when the energies and the plans of people in this broad land are centered on the extra festivities which form so pleasant a part of the season.

Starting with Thanksgiving at the end of November, we are caught up in the shopping whirl of the Christmas and New Year Holidays so closely following—truly the next two months are predominated by the spirit of holidays.

When people get together for holidays the subject of food is never far away—for whether it is a meal, an evening party, an afternoon bridge or canasta party, hospitality usually expresses itself by the service of some type of refreshment. So many times this includes Ice Cream for Ice Cream is one

food which appeals to all types of people and which makes a hit either as part of a meal, or for a snack" served to a group who meet informally.

If in your store, you anticipate the holidays with attention-getting signs, emphasizing the ease of serving Ice Cream for the many glad times, you can move more Ice Cream out of your cabinets into the home.

Suggest Ice Cream for the TV gathering in evening neighborhood groups; for the afternoon refreshment for the home-from-school-crowd; for the family dinner when mother has been out for a canasta afternoon.

Suggestions sell Ice Cream! Holidays, when people's thoughts are on gay and pleasant affairs is especially a good time to suggest "Take Home Enough Ice Cream" for these friendly days.

SUGGESTIONS HELP SELL PRODUCTS

Fridays and Saturdays are predominately heavy buying days for the average family food shopper. May we suggest that you have a special Ice Cream promotion of "Take Home Package" of some kind for Friday and Saturday of every week. It's been tried and tested—Now you try it!



ICE CREAM

GOES TO



**TWO FLAVORS OF ICE CREAM
with CRISP COOKIES**



National Biscuit Company

ICE CREAM WAFFLE SANDWICH



Fruit Dispatch Company

**BANANA ICE CREAM with
WHITE FRUIT CAKE**

*November is a
busy party month*

Let November work for you—make it push your Ice Cream sales way up.

There is always a lot of entertaining at home during the month of November, so when Mrs. Home-maker comes to your store, remind her of the many times she will need Take-Home Ice Cream for her parties.

Thanksgiving brings scattered members of the family home, boys and girls from school, aunts and uncles from here and there.

Football is in full swing and there are big home parties before and after the games.

Miss Teen-age is giving a luncheon for some of her high school friends.

It's Junior's birthday and mother is planning a surprise party for him and his kindergarten crowd.

The success and ease of all this entertaining at home is assured. Yes, by ICE CREAM.

PARTIES IN NOVEMBER



ICE CREAM, ANGEL CAKE & TOPPING



CHOCOLATE NUT SUNDAE

TAKE HOME ENOUGH ICE CREAM FOR THAT PARTY

for
THANKSGIVING DINNER

For your
TELEVISION PARTY

for
DAD'S CARD GAME

for the
FOOTBALL SUPPER

FOR YOUR
CANASTA PARTY

FOR THAT
Birthday Party

Write these signs with
a marking crayon and
paste them on your
cabinet



The power of suggestion

Food items displayed near the Ice Cream cabinet suggest to the shopper all kinds of combinations to serve at home to her family and friends.

For breakfast:

Ice Cream to top a dish of cereal

For other meals:

Ice Cream with fruits, cakes, etc.

For parties:

Something more elaborate in the combination of mounds or slices of Ice Cream, with fruit cake, nuts, syrups and fancy garnishes.

Give your customers a hint of the delicious Ice Cream dishes they can prepare at home—just a hint—just a suggestion—and they'll "go to town" buying Ice Cream and the items that are good with Ice Cream!

Do you know of any better way to stimulate your sales?



In many homes, there is more entertaining in the month of December than in any other month of the year. Children home for the Christmas holidays, guests, and a general feeling of hospitality, mean parties, dinners, and other happy occasions. December, in fact, is a big month for merchandising good things to eat, especially for "take home".

While your customer is selecting food from her regular marketing list, these questions are whirling through her mind:

"What especially good dessert can I fix for the big family dinner tomorrow night?"

"I must think of something unusual to serve at my bridge luncheon, what shall it be?"

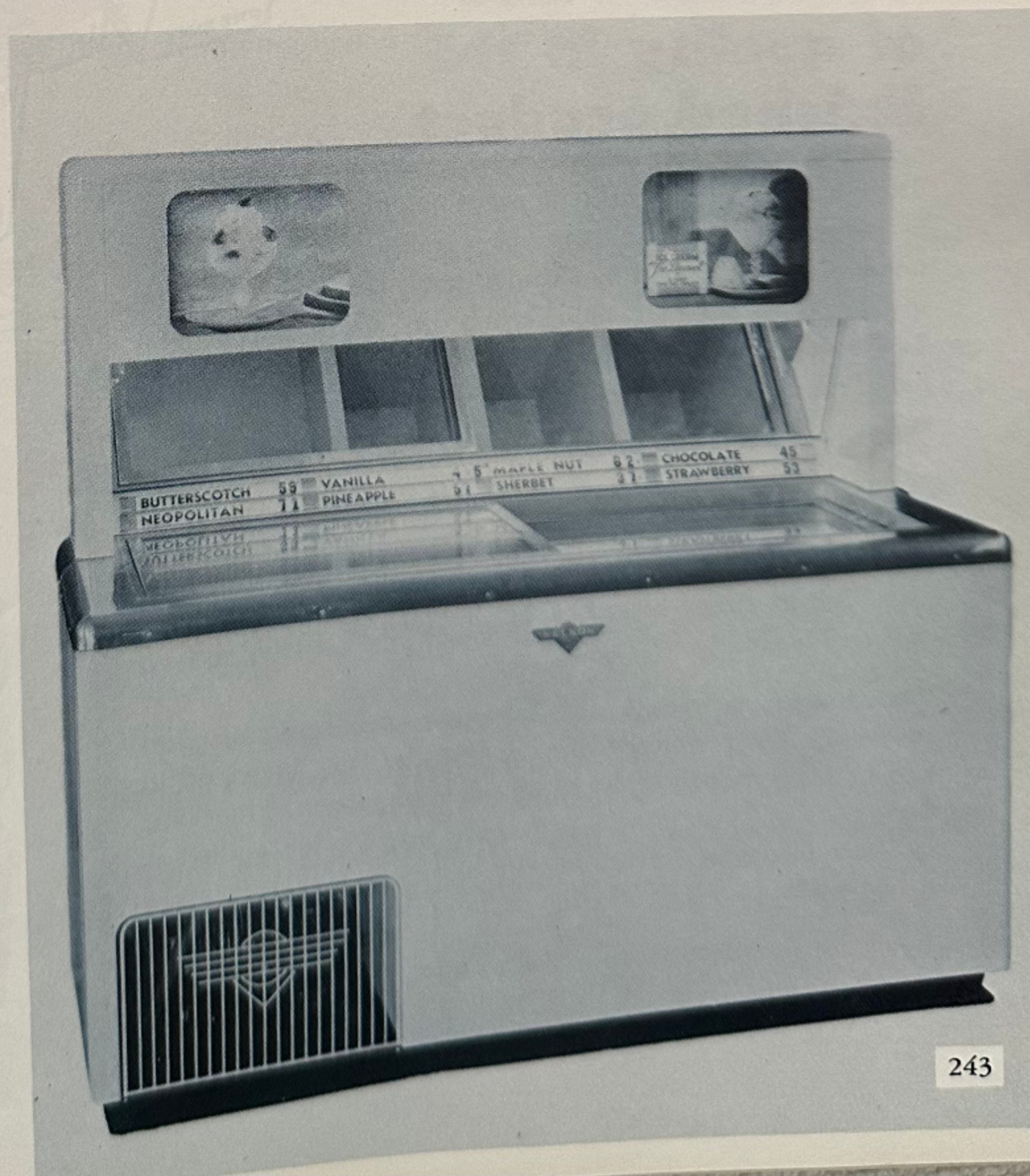
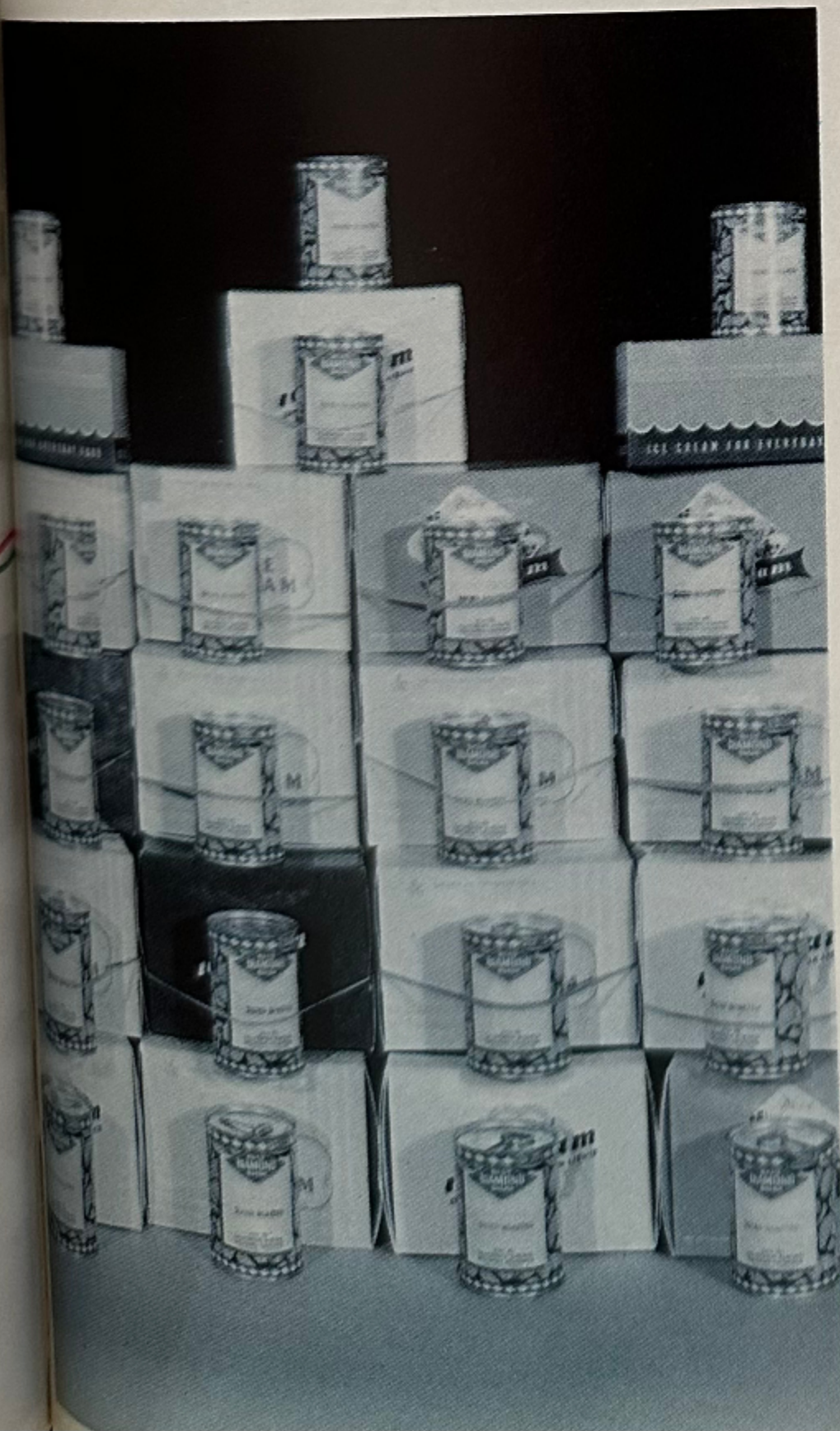
"And there's the children's Christmas party. Of course they'll want Ice Cream but I'd like to fix something very special. Ice Cream has so many possibilities."

At this point the customer sees the Ice Cream cabinet. Near it are shelves and gondolas piled with foods that are good with Ice Cream. What a variety of desserts and party dishes can be built around Ice Cream, simple or elaborate, as the occasion demands!

So, your customer selects cookies, pretzels, nuts, jellies, syrups, fruit cake, canned fruits, and other delicious items to take home with large cartons of Ice Cream of different flavors. Everybody likes Ice Cream.

That's what happens! Try it in your store.

tie in your Ice Cream Cabinet with combinations to take home



GET MORE ICE CREAM INTO THE HOME



GIVE YOUR PACKAGED ICE CREAM A GOOD SEND-OFF FROM YOUR ICE CREAM CABINET

**AGGRESSIVE
MERCHANDISING!**

THAT'S WHAT GETS RESULTS

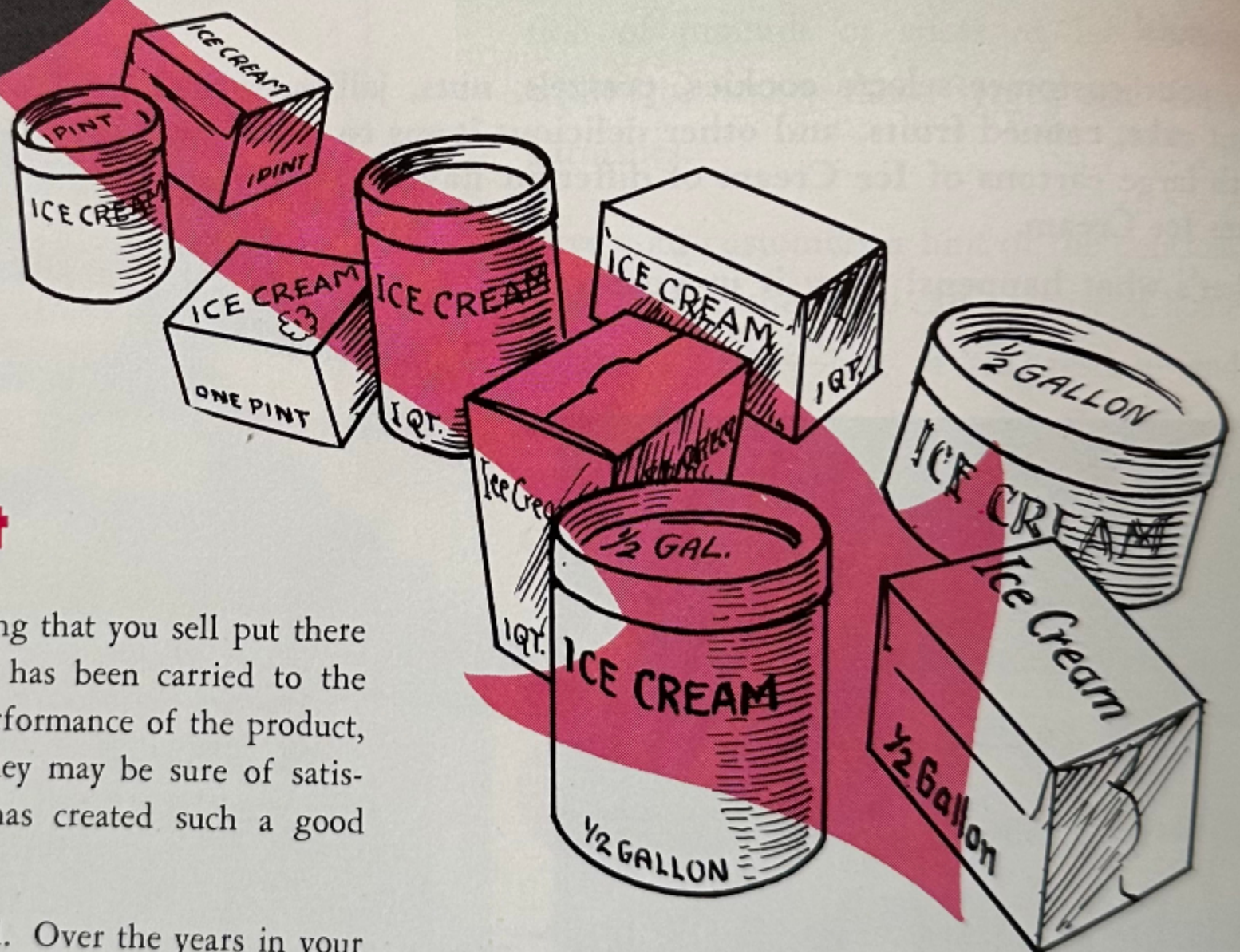
The Sales Value of quality in the finished product

There is a message of quality in everything that you sell put there by the manufacturer, and that message has been carried to the minds of your customers by record of performance of the product, so that people buy by brand—feeling they may be sure of satisfaction if they buy the brand which has created such a good record for quality.

This message is in the Ice Cream you sell. Over the years in your community people have developed a preference for the Ice Cream the company which supplies you has produced with such care and distributed with such pride. Carry on from there with your customers. Sell Ice Cream backed by the sales message of quality in the preferred brand.

There is a straight path to home sales from your ice cream cabinet, opened by the preference of customers for your brand of Ice Cream. Make the path wider by your store promotion of the home-sized package. Sell it with enthusiasm. Accent the positive of customer liking for Ice Cream with a ready-to-take, sure-to-keep the-family-happy selling message set to catch customers' attention.

Don't just *carry* Ice Cream—*sell* Ice Cream.



PROFITS IN YOUR WINDOW

Your window can be worth a lot of money to you. Every foot of frontage is a display foot, so don't let it go to waste. Make the most of it to bring customers in.

A window display is like a small stage with a daily audience of thousands of passersby. What a selling message can be given to that audience! Build combination food displays in your window—at a special price.

So put on a good show in your window. Make your window a "curtain raiser" for drawing customers into the store.

PROFITS IN NEW IDEAS FOR YOUR CUSTOMER

A customer whose attention is attracted by displays of toppings, nuts and cookies placed around the Ice Cream cabinet, in an appealing manner, gets new ideas for Ice Cream dishes for home desserts and party refreshments as well as for store service. From these new suggestions of using other foods with Ice Cream, the customer may buy additional food items.

Impulse buying makes the sales soar.

Here's an idea for a home dessert for February:

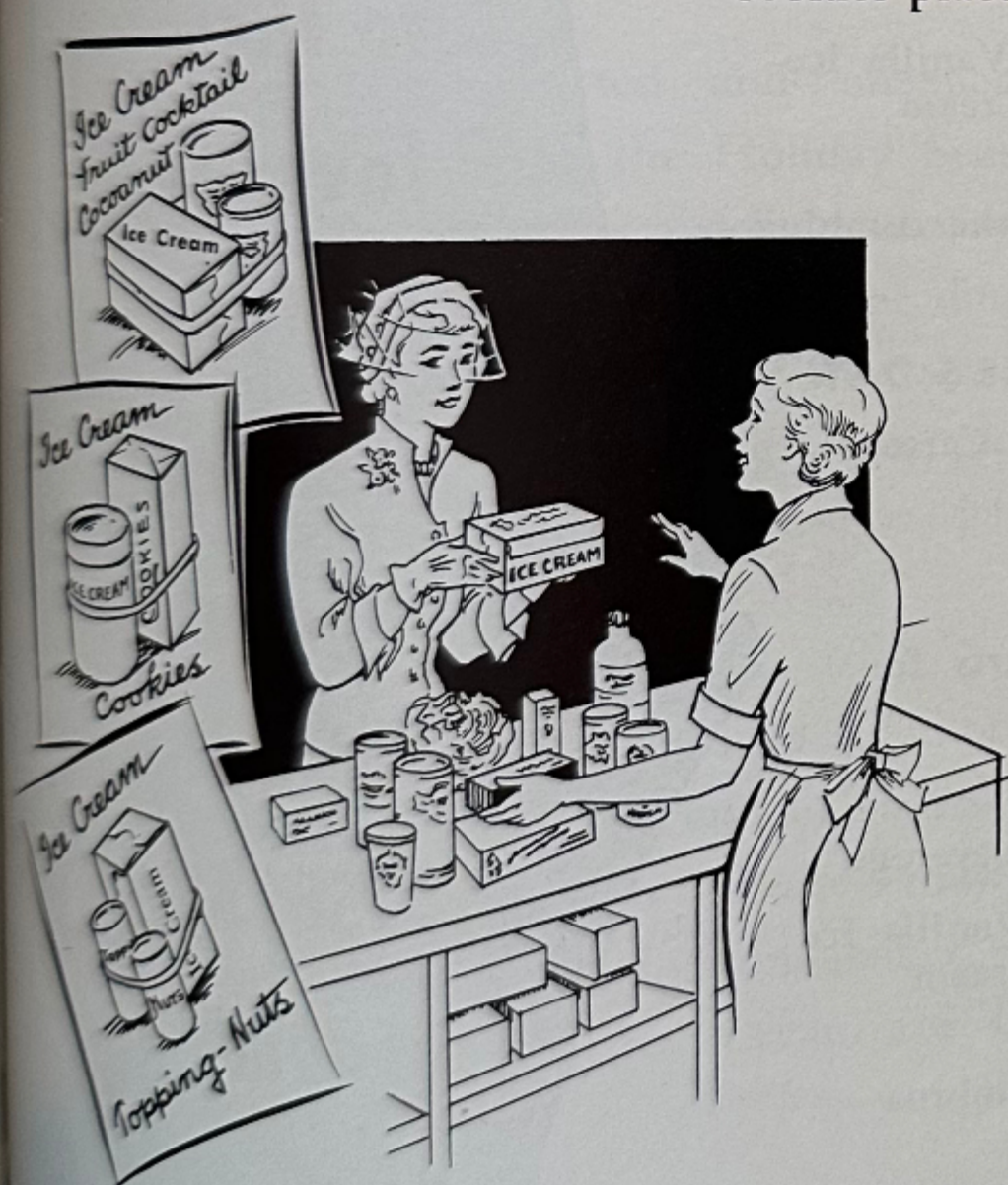
FIG COOKIE HEARTS

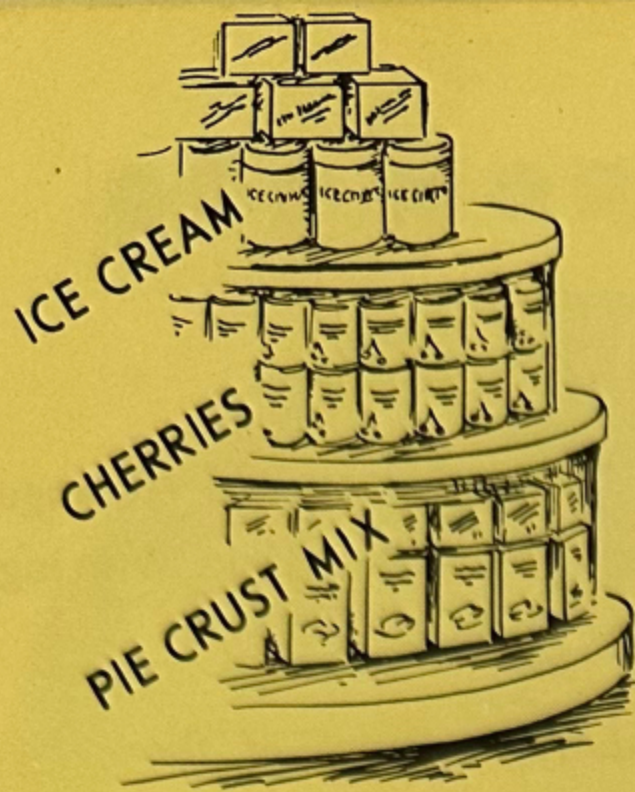
Simple and inexpensive is this Valentine Dessert made from two favorite ingredients—Fig Cookies and Cherry Vanilla Ice Cream!

Making is equally simple—a spade or spoon for slicing or dipping the Ice Cream, together with a tiny heart shaped cutter for cutting out the hearts.

Be sure the Fig Cookies are fresh and not too crisp, then press each cookie gently with cutter.

Arrange Fig Cookie Hearts around the Cherry Vanilla Ice Cream using lace paper doily if desired.





There are three dates in February that folks like to remember and celebrate in a more or less degree, at home; Washington's Birthday; St. Valentine's Day; and Lincoln's Birthday. Sometimes the occasion is just a special dessert for dinner but more often there is a party in celebration of the day.

a date for you!..

Use three shelves or gondolas, one for each occasion.

1. FOR GEORGE WASHINGTON'S BIRTHDAY—around the Ice Cream Cabinet

Unfilled Ice Cream Cartons

Cans of cherries

Pie mix

Cherry pies

Plenty of Cherry Vanilla Ice Cream in the Ice Cream Cabinet

And signs to sell the combination

2. FOR ST. VALENTINE'S DAY

Unfilled Ice Cream Cartons

Fancy cookies

Angel food

Colored candy hearts for decoration

Fancy paper napkins

Bottles of cherry beverage

Plenty of Cherry Vanilla Ice Cream in the Ice Cream Cabinet

Signs to sell the combination

3. FOR LINCOLN'S BIRTHDAY

Unfilled Ice Cream Cartons

Pretzel sticks

Log Cabin syrup (to make a log cabin sundae)

Cocoanut

Plenty of Cherry Vanilla Ice Cream in the Cabinet

Signs to sell the combination

Why not
play up
to these
favorite
anniversaries
and build
suggestive
**FOOD
DISPLAYS**
around
your
**ICE
CREAM
CABINET**

EASTER IS "HOME WEEK"

Easter brings the family home from school, brings guests to celebrate the week-end of rejoicing and brings a feeling of happiness to all, for spring is near.

Home dinners, children's parties, and all the festive occasions call for Ice Cream. Call attention in your store to the large economical Take Home packages of Ice Cream so useful for so many home occasions.

There is the Easter Dinner with Ice Cream for desert. Mrs. Homemaker always welcomes a Take-Home recipe that shows her how to combine some of her pantry goodies with Ice Cream, for a really super-dessert.

Then there are expected and unexpected guests dropping in during the Holiday Season, and an Ice Cream Sundae is a delightful way to make them welcome for luncheon, tea or dinner. Why not remind Mrs. Homemaker that she can make delicious Sundaes by taking home plenty of Ice Cream and using her own preserves, jellies, and canned fruits for toppings?

The children and young folks do a lot of entertaining during the holidays and of course, Ice Cream is their favorite refreshments—they demand it. So suggest to Mrs. Homemaker, that she take home plenty of Ice Cream for their parties and snacks.

It is surprising too, how much Ice Cream the Mary's and John's—home from College can consume through the day. They want it in the mornings, they eat goodly portions in mid-afternoon and are ready for more at night, just because it's so good and Mom has plenty in the refrigerator.



Stop the street traffic (Passerby) with a message on your window; a streamer; a punch line painted on your window; or a group of empty Ice Cream cartons pasted on the window.

When the customers, both regular ones and new ones, come into your store, remind them of the many occasions when they will need Ice Cream. A simple and effective way to do this is to place a blackboard near the Ice Cream cabinet; at the top write a short message that will create an urge to take home a lot of Ice Cream. Below it write a recipe for a delicious home dessert of Ice Cream combined with canned fruit, cookies, cake or preserves.

For instance, with Vanilla Ice Cream, Mrs. Homemaker can devise ten or twelve different dessert dishes by using different toppings and garnishes. Some will be elaborate enough for a formal party while others will be simple but very appealing for the youngsters.

TAKE-HOME ICE CREAM FOR



During the summer months, Mrs. Homemaker likes to plan cool, appetizing and nourishing meals, easy to prepare; meals that the family enjoy. Often they are served out-of-doors, on the porch or in the garden—picnic style. That means that a supply of paper plates, cups, napkins, etc., will be needed. Place a display of these items near your Ice Cream cabinet for the convenience of Mrs. Homemaker when she is selecting her Take-Home Ice Cream. Of course she knows that Ice Cream comes first on the list for summertime meals because of its high food value and for the zest it gives to a meal. Remind Mrs. Homemaker of the many ways she can serve Ice Cream and of the many ways Ice Cream can serve her.

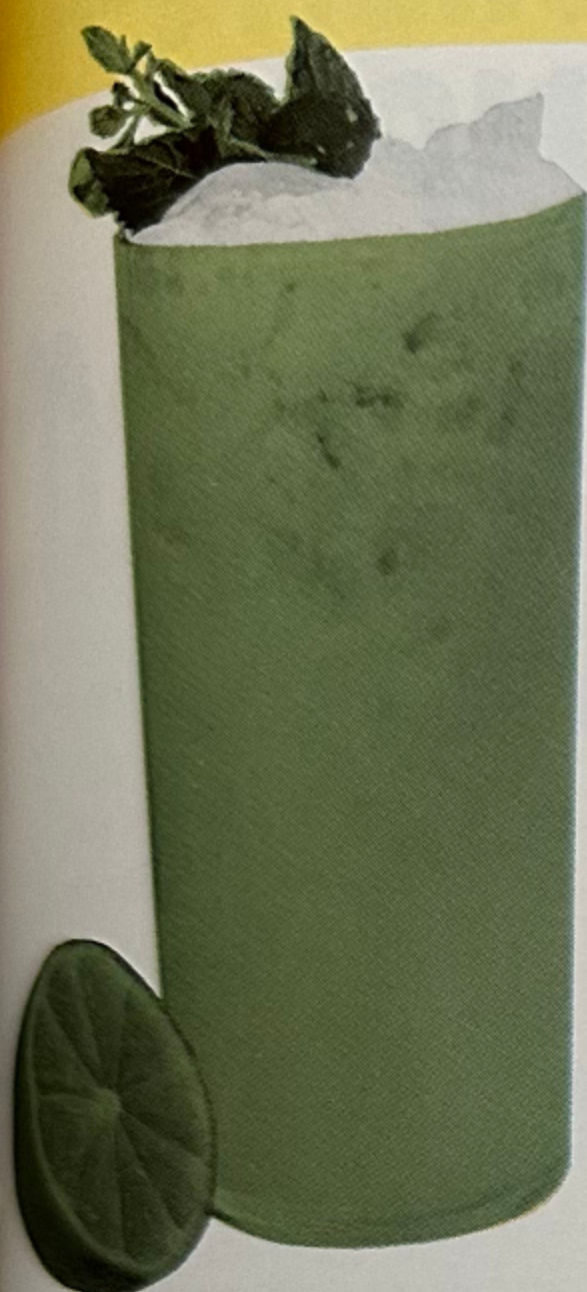
If Mother keeps plenty of Take-Home Ice Cream in the refrigerator and some cones, cone cups or cake cuplets in the cupboard, her girls and boys can make their own Ice Cream cones—and how they love that!



TAKE ENOUGH Ice Cream HOME



MEALS OUT-OF-DOORS (and indoors too)



Have you noticed how customers enjoy delicious fruit ades served at the soda fountain? Why not suggest to them that they can make some like it at home with plenty of Ice Cream, Sherbet, or Fruit Ice? It helps you to make more sales.



A lot of your customers serve summertime meals in the garden or on the porch. Tell them about this wonderfully good Sundae, so easily made with Ice Cream from that big carton in the home refrigerator and strawberries, the kind you sell.



GOOD with ICE CREAM



NAPKINS

SPOONS—FORKS

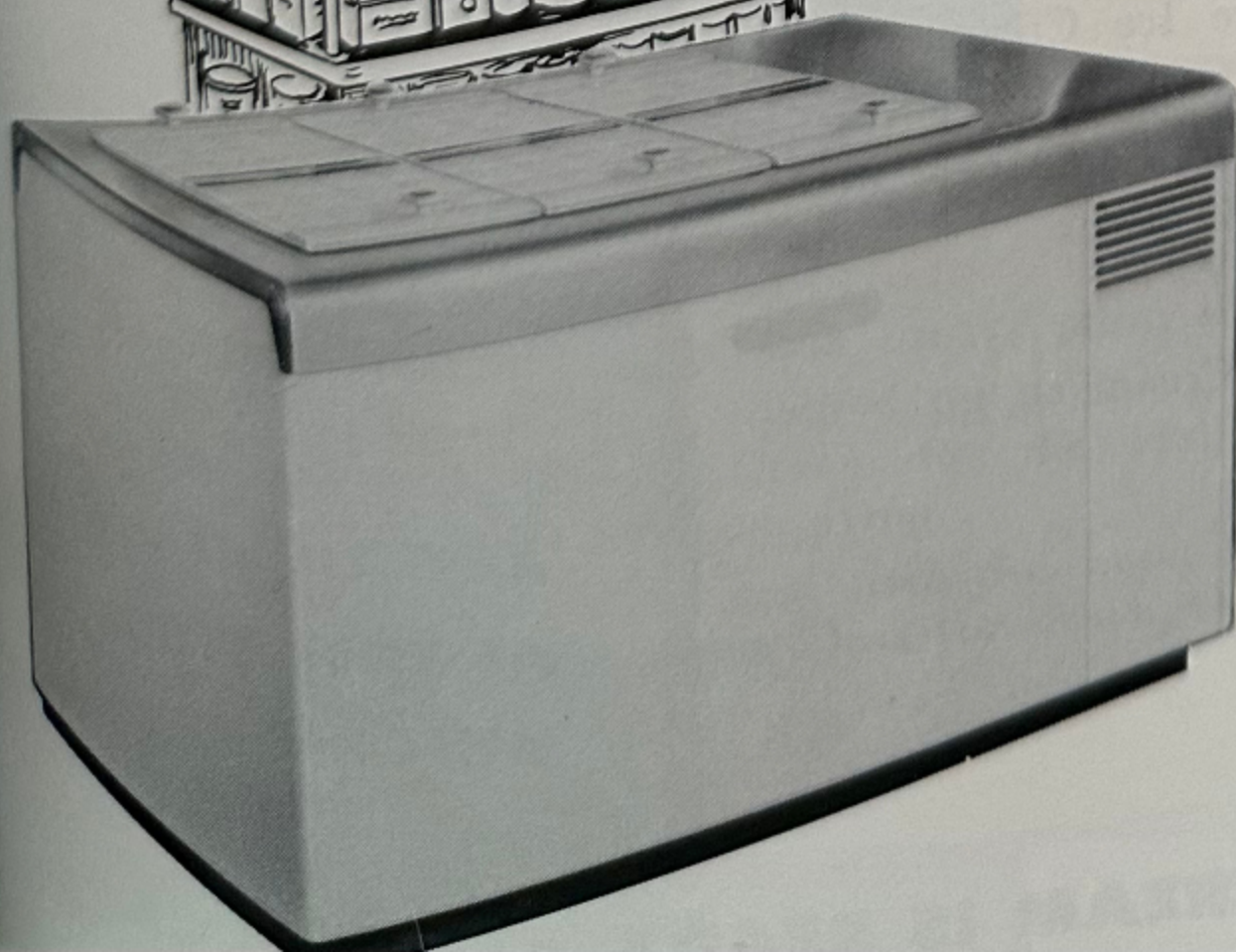
CRACKERS—ROLLS

PAPER PLATES—CUPS

COOKIES—CAKE

CHEESE—JELLY

MEATS—FRUITS



What a luscious treat for Mrs. Homemaker to offer her family and friends! And how easy to serve! Just place a good portion of Ice Cream in a dish—add your favorite sauce and maybe some nuts.



Near the Ice Cream cabinet, arrange a display of foods and supplies needed for out-of-doors parties and picnics.

When you relate other items with Ice Cream—you not only sell Ice Cream, but sell many of the other foods you have on your shelves. So many things are good with Ice Cream.

SEPTEMBER IS SCHOOL MONTH

Tell mothers and homemakers that Ice Cream is a food that helps build healthy bodies for their children and their families—that there are few other foods that families enjoy more than Ice Cream, which at the same time are so good for those who eat it.

The young Susies and Tommies, who come home to lunch from a half-a-day school enjoy delicious Ice Cream, and it contains the proteins, minerals, and vitamins necessary for body growth.

AN ENERGY FOOD

For the older Jacks and Jills who come home from school in midafternoon hungry as bears, Ice Cream supplies energy needed for the afternoon's activities.



'Teen agers love to make Ice Cream mixed drinks at home and it's fun with the new home drink mixer.

Sell milk, syrups and Ice Cream to go home.

MAKE SURE YOUR CUSTOMERS
**TAKE HOME
ENOUGH
ICE CREAM**

The school bells are calling thousands and thousands more children and young folks to school this year than ever before. September school bells are ringing out a message to mothers too, and that message is, "Take Home Enough Ice Cream! Keep a supply in your refrigerator.

"Use Ice Cream for after school snacks, for lunches, dinners and for many evenings when the young folks come in with their friends from the movies or to see their favorite T.V. program." That's the message the bells are ringing out. Are you ready at your store with the answer?

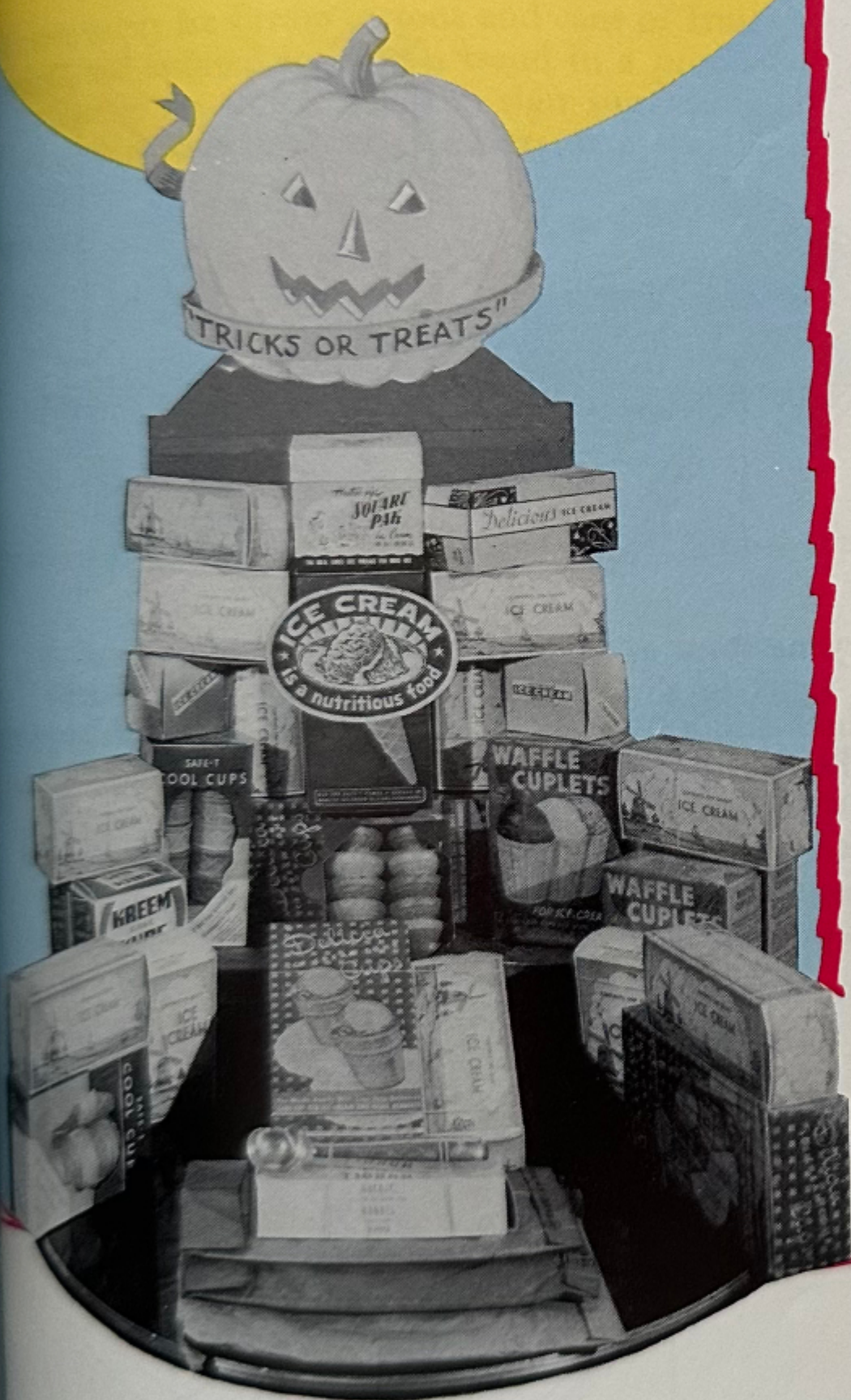
Ice Cream—a "dish of health"—yes tell the story.

**ARE YOU READY
AT YOUR STORE
WITH THE ANSWERS?**

REMIND CUSTOMERS THAT ICE CREAM IS READY AT YOUR CABINET

It's Hallowe'en it's "Tricks or Treats" Time

And it's a good time to increase your Ice Cream sales. Near the Take Home Ice Cream cabinet place a large pumpkin on the top of a gondola and any other decorations to give it a Hallowe'en touch. Then all around the pumpkin arrange packaged cones, cone cuplets, Ice Cream cartons and display a home Ice Cream scoop. With a marking pencil, hand letter a sign on a piece of cardboard



TRICKS OR TREATS-MAKE IT TREATS THIS YEAR

**TAKE HOME
ENOUGH ICE CREAM
AND
A PACKAGE OF
CONES**

**TAKE HOME ENOUGH
ICE CREAM FOR THE
YOUNGSTERS WHO KNOCK
AT YOUR DOOR ON THIS
HALLOWEEN. WHEN THEY
CRY TRICK OR TREAT—
MAKE EACH ONE AN
ICE CREAM CONE**

**TAKE HOME ENOUGH
ICE CREAM FOR YOUR
FAMILY TOO, FOR THEY
WILL WANT THEIR SHARE
OF THE ICE CREAM CONES**

**DONUTS AT
HALLOWE'EN**

Suggest donuts with Ice Cream for the Hallowe'en parties many of your customers will be giving.

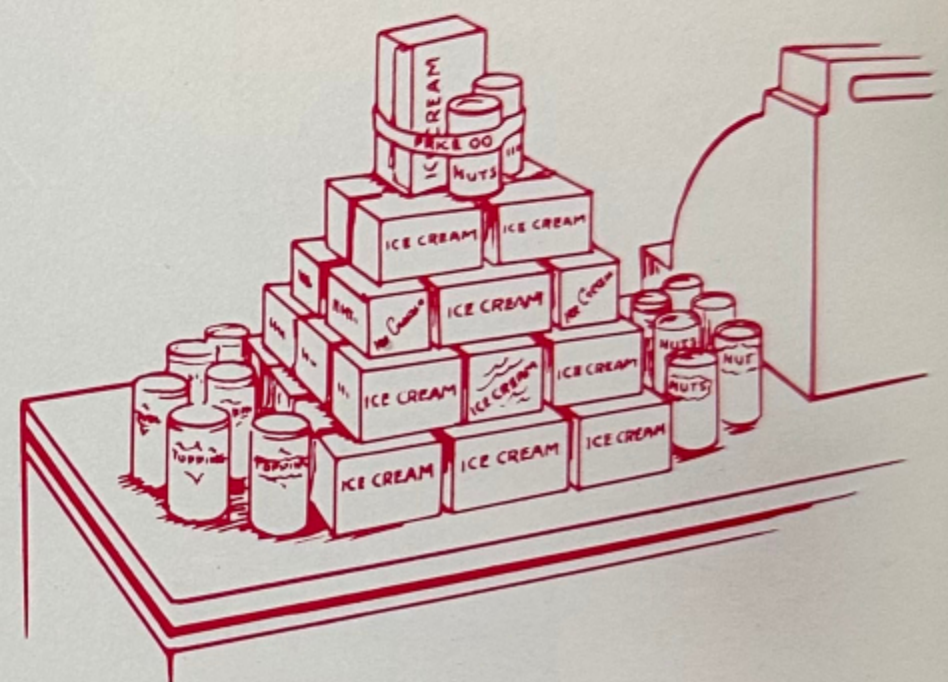
Illustrated are two simple and attractive home services which may give the homemaker some ideas for serving Ice Cream and donuts.



SUGGESTIONS FOR MAKING WITH ICE CREAM...



By combining displays of empty Ice Cream cartons with related foods, you'll enjoy the great advantage of the popularity of Ice Cream and suitable related foods. There is, of course, very little if any cost involved in setting up these displays. Just a little time, paper and signs. You have the foods in stock. Your Ice Cream Company will gladly supply the empty Ice Cream cartons. When you run week-end specials, try including Ice Cream and please, occasionally mention Ice Cream in your newspaper advertisements.



An empty Ice Cream carton, an Ice Cream dipper, and a package of cones or cake cups, fastened together and marked with a special combination price, will attract the customer's eye. People have become so Ice Cream cone conscious that they like to make their own Ice Cream cones at home. Grandmother, as well as young Bill, likes to find the "makin's" of an Ice Cream cone in the refrigerator.



Offer a "Cranberry Special" with a can of cranberry sauce and a half gallon package of Ice Cream.



Everyone stops at the cash register. That is one of the best spots in the store for a "related foods" display. Around empty Ice Cream cartons, stack cans of walnuts, pecans, and peanuts with cans of toppings. Suggest a fine dessert for the family dinner by taping together on Ice Cream carton, a can of nuts or a jar of topping at a combination price.



On a counter or shelf near your Ice Cream cabinet, place a display of empty Ice Cream cartons. Then fill an old fashioned market basket with syrups and marmalades. This suggestion for making sundaes at home will induce Mrs. Homemaker to take advantage of the special combination price.

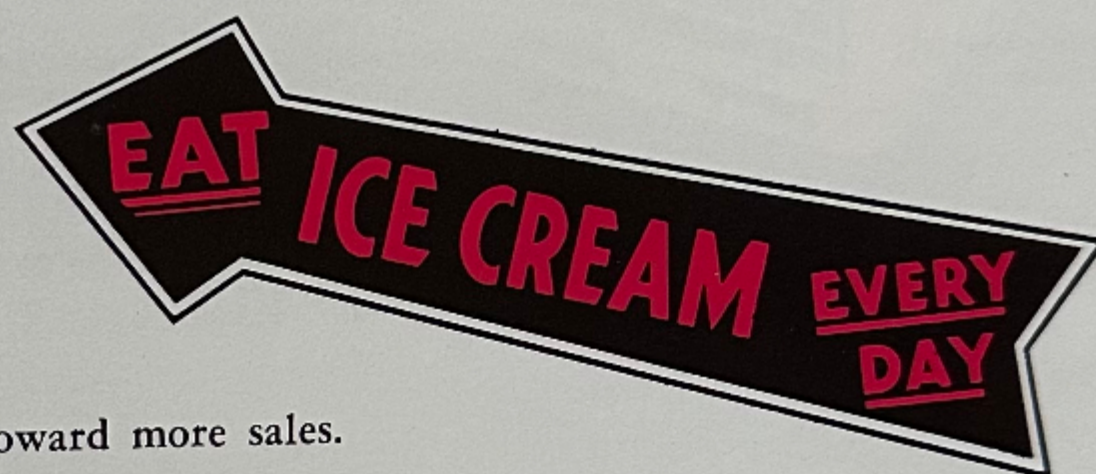
DISPLAYS TO SELL RELATED FOODS



Pyramid empty Ice Cream cartons and cans of fruit cocktail, and assorted fruit on a stand in a prominent place in the store. Make a sign suggesting these combinations for home desserts at a special price.



Chocolate or any other flavor topping is a natural for relating with Ice Cream. Sundaes, Ice Cream sodas, Parfaits, and many other items are made with Ice Cream and toppings. You sell the "makin's."



Point the way toward more sales.



Take advantage of heavy weekend buying to promote specials of Ice Cream and related foods. When advertising for the weekend in the newspapers, devote some space to Ice Cream and a related food at a weekend special price.



Ice Cream and frozen fruits have a strong appeal for the family shopper. She knows with what ease and speed Ice Cream and frozen fruit or berries can be transformed into nourishing and appetizing dishes. So, remind your customer that Ice Cream and frozen fruits, stored in her home refrigerator, will assure her of wholesome, delicious dishes for the daily menu, as well as when an emergency arises.

Ice Cream, Pretzels, Cookies, Bottled Beverages—What a grand combination for making Ice Cream sodas at home, and serving them with pretzels or cookies! Display empty Ice Cream cartons, baskets of bottled beverages and packages of pretzels and various types of packaged cookies near your Ice Cream cabinet, and make two or more sales of these popular foods instead of one.



Get the most from
your equipment...

Ice Cream Cabinet Care

CAUTION! Pull switch or plug before working on equipment

1. Remove dust, lint, and grease on the unit.
2. Remove all the dirt deposited in the openings between the fins of the condenser so that air may pass through it freely. A clean condenser reduces power consumption. A small bottle brush or whisk broom is an excellent tool for cleaning the condenser.
3. Check fan belt, if worn replace. Do not take a chance on losing a cabinet of Ice Cream because of a broken belt during the night or week-end.
4. Be sure that all electric cords are clear of drive belt, motor pulley and fan. This will prevent wear or cutting of the cords, causing power interruption, or perhaps a fire later.
5. Do not connect other appliances to same electric cord with cabinet.
6. Do not overload socket where Ice Cream cabinet is plugged in.
7. Do not add additional electric cord to the regulation cord that comes with your Ice Cream cabinet. The Ice Cream cabinet manufacturer knows how long this cord must be, and additional cord will cut down on the power needed for the compressor.
8. Be sure cabinet is sitting level on the floor. Leveling may be done by shims.

The cabinet should be wiped with a damp clean cloth periodically. Polish with a soft cloth and Glass Wax, or a similar product. This will give the stainless steel a luster that means sales appeal. Cabinet lids should be washed with lukewarm water and a mild soap or detergent. Clean rubber collars, if cabinet has them, with lukewarm water and mild soap, then thoroughly rinse and dry. Wash down the storage compartment from time to time with a solution of baking soda and warm water.

To cut down on the operational cost, defrost often. The frost takes up valuable space in the storage compartment, hampers efficient operation of the refrigerating mechanism, and causes the operating cost to go up. If the compressor runs longer, your electric bill is higher. Frost should be removed when it equals the thickness of an ordinary pencil.

Excess frost not only acts as an insulation against refrigeration, but when the air strikes and melts frost, Ice Cream packages will become damp and unattractive to Mrs. Consumer. No one likes a wet soggy package of Ice Cream.

To defrost your Ice Cream cabinet, use a round edged spatula, or puttyknife, stiff brush, (not steel bristled) or the Freezer-D-Froster. Never use an Ice Cream pick or any other sharp instrument because you may puncture the lining of your Ice Cream cabinet and cause permanent damage.

The answer to efficient operation of your equipment can be found in most Ice Cream cabinet manufacturers book of instructions. Read it—follow directions.



“... use a round edged spatula, or putty knife, stiff brush, (not steel bristled) or

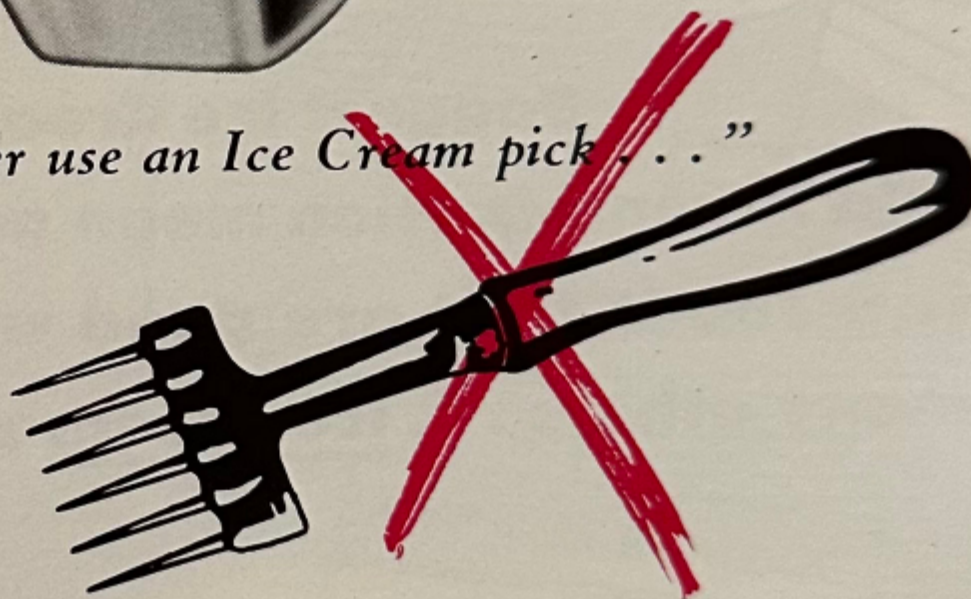
Here are some ways to prolongue the life of your equipment...

1. Do not tamper with equipment that you don't understand.
2. If the cabinet is refrigerated by a sealed rotary compressor, it is oiled for life. Do not place cabinet where compressor cannot be pulled out and serviced.
3. If the refrigerating unit is a reciprocating type, oiling the motor is a must, follow the cabinet manufacturer's instructions for oiling.
4. Don't pile boxes or other articles against Ice Cream cabinets. This will cut off air circulation, and cause compressor to run hot and perhaps cause damage. It may also be a serious fire hazard.
5. Do not drop cans of Ice Cream on cabinet lids.
6. Do not throw lids back too hard.
7. If plastic lids become scratched and scarred up, you can have them buffed out.
8. Check to see if Ice Cream cabinet is leaking refrigerant gas. To test, apply soap suds, at connections and along the line, or call a service man in to check, at least once a year.
9. If compressor quits running and Ice Cream begins to get soft, call a service man. Don't delay too long. Explain how cabinet acts to serviceman or whoever takes your call. They may save a trip and you may prevent the loss of Ice Cream.
10. Check temperature of Ice Cream every day.



... the freezer-defroster.”

“Never use an Ice Cream pick...”



If a compressor fails to function, use this check list before calling a service man:

- A.** Is main switch open?
- B.** Has a fuse blown?
- C.** Is the power shut off in the building?
- D.** Has the extension cord plug been pulled from the socket?
- E.** Is there sufficient air circulation around the compressor?
- F.** Has the cold-control been turned to an Off position?

Ice Cream will help you sell a whole basket full of groceries.



+



= *More Sales for You*

Suggest Ice Cream with these items . . . Related items sold in combination mean good merchandising . . . Here are just a few foods that are good with Ice Cream . . . Suggest these and many others . . . Ice Cream will help you sell them.

Chocolate syrup

Butterscotch syrup

Grenadine syrup

Karo syrup

Cookies

Cakes

Nut meats

Fresh, frozen and canned fruits

Jellies and jams



SUGGEST THESE WITH ICE CREAM

ICE CREAM

WHAT IS MERCHANDISING?

You've just bought yourself a powerful new eight cylinder car. You haven't had a decent vacation in years. It's about time you took that long planned trip to the sea shore to soak up some sun and relax in the salty breezes. So you haul out the book of maps and look over the roads. You find you have a choice of two routes. The first is a secondary, two-lane, gravel road that winds all over the country and is broken by two long badly constructed detours.

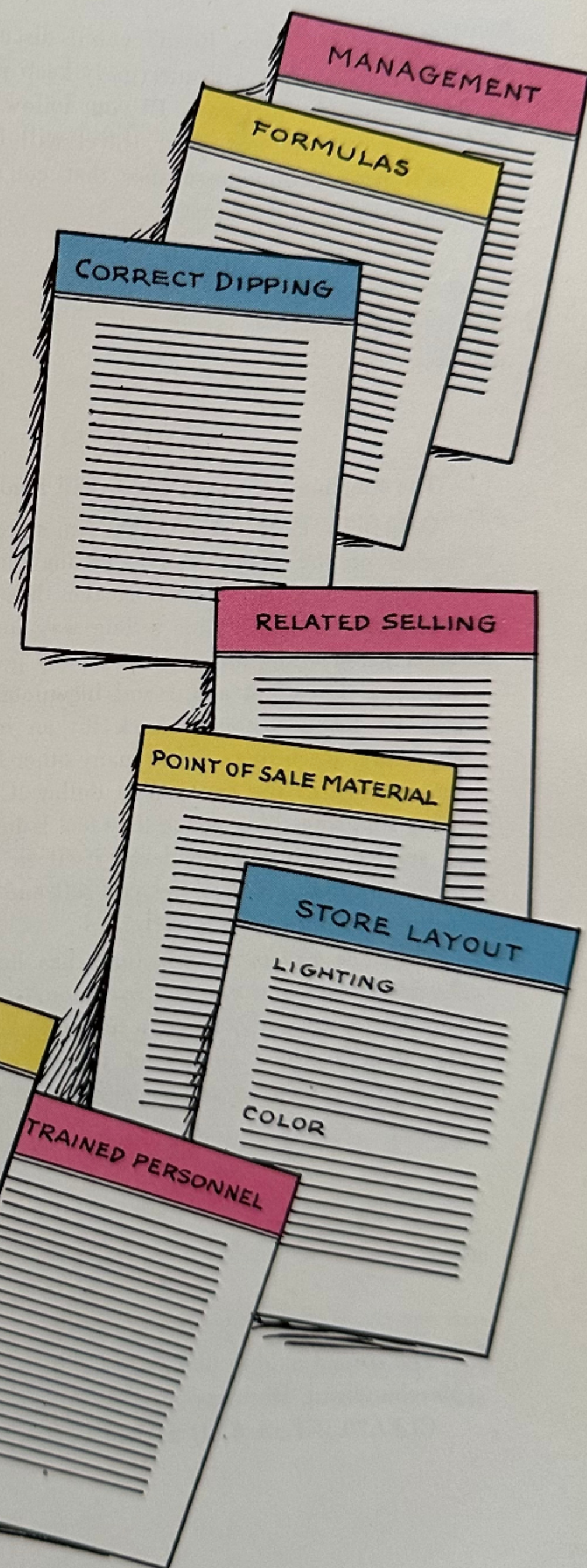
Hmmm. Not so good.

But the second route. Say—there's a road! Six lanes, concrete all the way, straight as a die. What a glorious ride that will be! You want to get there fast so there's no trouble in deciding which road you'll take. It's the six-lane highway for you.

TWO ROADS TO SELLING

The "vacation story" offers a striking parallel to selling. In selling you also have a destination, a goal. Instead of the seashore, your objective is consistent, profitable sales. Here again, you have a choice of two roads. If you've got blinders on your eyes, if you're content to sit around and hope for sales, if you think that maybe people will buy without any effort or imaginative, constructive sales planning on your part . . . then, brother, you're travelling the gravel road, the detour road, the

(continued on next page)



road that doubles back on itself and eventually gets you no place.

But take a look at the other road—the super highway to success. What's that written on the route marker? It's not a number. It's two words. Two words printed in huge black letters against a background of brilliant white. "GOOD MERCHANDISING" it says. That's the road you want. That's the road to take—the "Glory Road" to selling.

SIX GUIDE SIGNS

Taking the "Glory Road" you'll discover six guiding route markers that will unerringly keep you on the Good Merchandising highway. If you follow these markers you'll never get lost, your travel will be speeded and you'll have definite assurance that you're on the right road to successful selling.



FIRST MARKER

The first marker you'll reach will read:

QUALITY PRODUCTS. That's an extremely important marker on the "Good Merchandising" highway because in selling a superior product that has won consumer preference you have gone a long way in delivering customer satisfaction, an essential in any good merchandising plan. The most artful and ingenious merchandising will not bring customers back for an inferior product. Especially when there are so many other foods competing for a share of the consumer's dollar. Customers resent being sold something which they feel is inferior in quality or service. This may evidence itself in a growing suspicion regarding everything you sell and often results in losing a customer completely.

Your Ice Cream manufacturer has built quality into the Ice Cream that you sell over your soda fountain. By careful storage and competent handling you can maintain that quality. Good equipment is necessary to keep Ice Cream the nutritious and delicious food it is.



SECOND MARKER

The second marker pointing true direction on the Good Merchandising Highway is:

CLEANLINESS AND SANITATION. With our mod-

ern insistence on hygienic cleanliness it's only fitting that Ice Cream, as a modern food, should have the best in sanitary handling and serving. Everything about your Ice Cream department should be spotlessly clean and attractive. Customers should enjoy coming in—should look forward to it.



THIRD MARKER

The third guide sign:

SERVICE WARE. Appropriate service ware should be used to enhance the appeal of your various specials. Don't serve all your Ice Cream sundaes in a tulip glass. Have on hand at least two types of glassware so that you can vary the appearance of your sundaes. Glass service ware includes tulip, crimp, stem and bowl. Silver stem dishes or paper sundae service are also used.

Always use service ware large enough to hold the special you are serving but never so large as to give the customer the impression that he is not receiving value for his money. Matching glassware should be used and all service ware should be sterilized, sparkling clean and free from nicks or cracks.



FOURTH MARKER

The fourth marker says:

DISTINCTIVE SERVICE. Don't forget that some people like *distinctive* combinations and services. Just as the discriminating lady selects a special hat to show off her ensemble, so the sound merchandiser should select certain formulas for special Ice Cream combinations. Your artistry will appeal to the customer who likes a change. He'll come back again to see more of your magic.

Remember that in distinctive service, quality Ice Cream requires quality syrups and toppings. And make certain your Ice Cream sodas are made with the cold, highly carbonated water that adds zest and tang to a drink and, with plenty of Ice Cream, builds up customer preference.



FIFTH MARKER

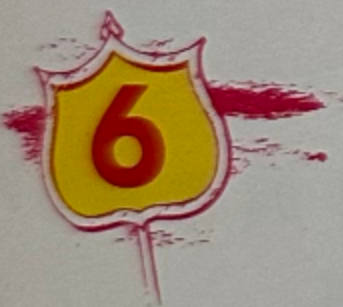
The fifth route marker on the successful selling highway directs you to maintain:

UNIFORMITY OF SERVICE. Look at it this way. Suppose a customer came to your store for the first time and you served him a sundae that caused his palate to pop to attention—his poor mouth watering for more after the last spoonful. Fine, fine. Your merchandising is tops.

But then the same customer comes in a day or two later with the thought of that Snappetizing Sundae still fresh in his memory and what happens? You serve him a “sorry imitation” and he leaves your store disappointed and dissatisfied.

Do you think that fellow’s coming back again? Do you think that’s the way to go about building repeat business? Brother, you’re right! It’s not.

Uniformity of service demands that you follow correct formulas carefully. Not, “Well, I guess this is enough topping”—when the formula calls for an ounce and a half. Take the guess out and put the ounce and a half in. Time spent in “selling” your employees on the necessity of minutely following correct formulas will bring a surprising increase in profit and repeat business.



SIXTH MARKER

The sixth marker that will keep you travelling in the right merchandising direction is:

TRAINED PERSONNEL. The best food can be ruined by untrained employees. Train your personnel to be gracious, helpful, speedy and accurate. Such service pays inestimable dividends in repeat business, customer gratitude and general good will. And one pointed valuable thought here: when the customer pays his check give him a smile and a warm genuine “thank you.” See to it that the customer makes his exit with a good feeling for your store.

There you have the six markers. Now you also have a . . .

“HIGH POWERED” PRODUCT

Another natural invaluable aid to your ride along the Good Merchandising highway is the fact that as an Ice Cream dealer you’re making the trip in a “high powered

car”—I-C-E C-R-E-A-M.

Nearly everybody—from “six to sixty”—likes Ice Cream and buys it. Packed with nutrition, palatable to the nth degree, popular all the year round, an excellent food, a body builder, an energy producer, rich in vitamins—what more could any merchandiser want in the product he sells.

It’s a natural—and naturally it sells, to the small child of six who comes into your store with his closely guarded nickel—and to the tired business man who stops on his way home to buy a half-gallon for the family.

Universal appeal! If any product ever had it that product is Ice Cream.

DON’T BE COMPLACENT

But don’t take your good fortune for granted. Because if you do you’ll become careless and find yourself following the run-down, detour-studded, gravel road that wanders aimlessly and never gets any place.

APPLY THE MERCHANDISING DEFINITION

So get started in the right direction. You know the route markers and you’ve got the “high powered” product—Ice Cream. As you travel down the “Glory Road” of successful selling read the definition of Good Merchandising that’s painted in letters ten feet high right on the concrete of the “Glory Road” to selling:

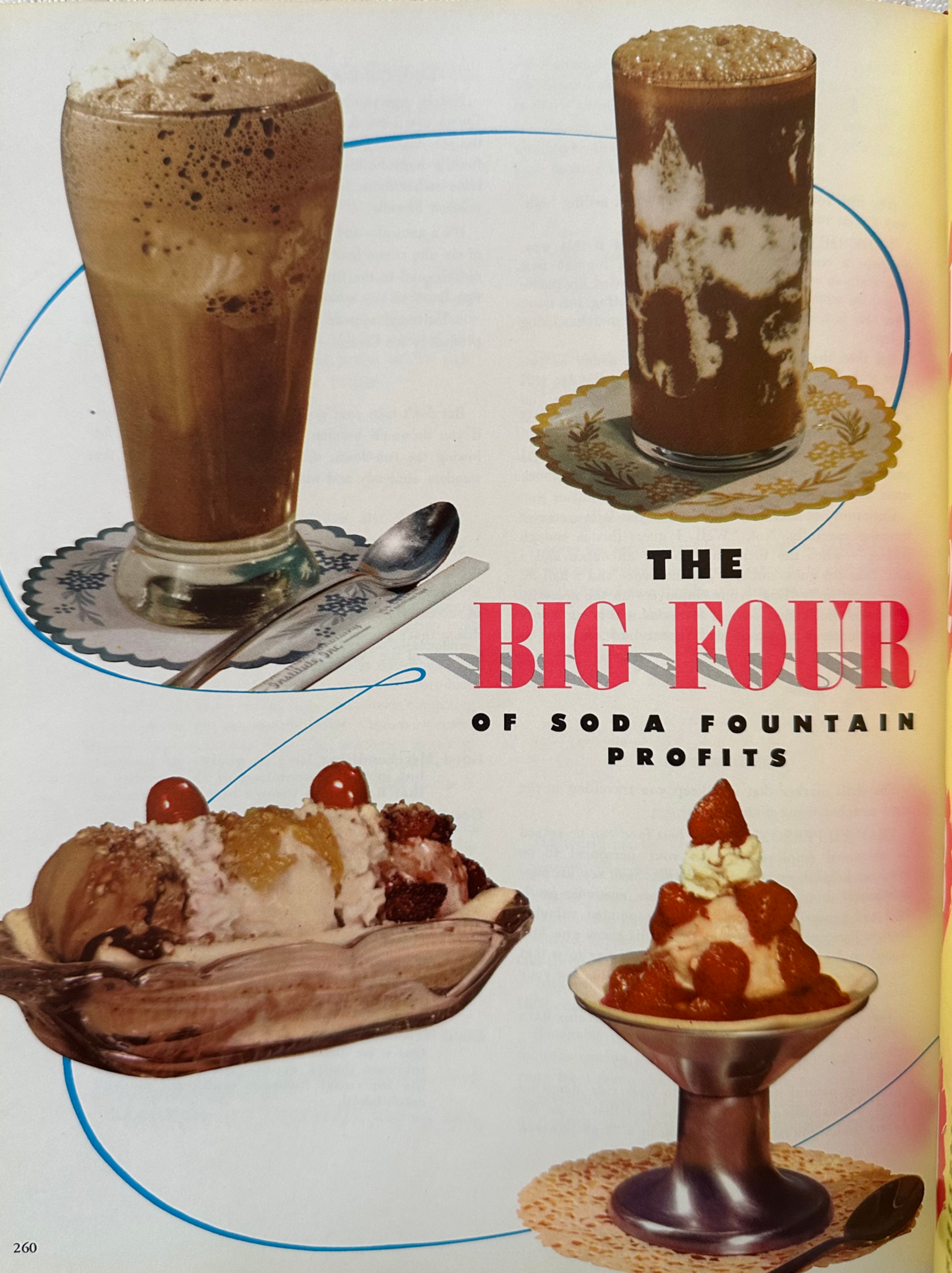
• • • • •
Good Merchandising isn’t in quality of product, but in the presentation of that quality so that it becomes known and sales increase.

Good Merchandising isn’t in investment in equipment, but in its selection and location and arrangement and cleanliness so that more and greater sales result.

Good Merchandising isn’t in the purchase of additional advertising, but in its complete and effective use so that business becomes better.

Good Merchandising isn’t in supplying good formulas, but in teaching dispensers how to use our fine products to build stable businesses.

Good Merchandising isn’t to increase business unless it be done in a manner that shall also increase dealer profits, for only then will his increased business and ours be well established.



THE
BIG FOUR
OF SODA FOUNTAIN
PROFITS

In the profit picture of the soda fountain the four Ice Cream staples which rank highest are the Ice Cream milk drink, the sundae, the Ice Cream soda, and the banana split.

THE MILK DRINK

1 The importance of milk beverages to the soda fountain operator can scarcely be exaggerated. Not only is a milk shake or a malted milk when served with the proper amount of Ice Cream a delicious drink, but it is also one of the best sources of food value that can be obtained in a quick luncheon such as the average customer expects to obtain at the soda fountain.

Where luncheon business shows a high ratio to total sales, milk beverage sales also assume high proportions. The sale of milk shakes and malted milks help the fountain operator obtain his share of a very important source of luncheon revenue.

In the customer field more sales of milk beverages are made to men than to women. This figure runs very high, in fact from 60% to 80% of total milk beverage sales. The range of sales to men is higher in the milk beverage group than in any other Ice Cream product.

THE SUNDAE

2 Sundaes account for high average per sale return, are excellent profit stimulators and give the greatest opportunity for variety in Ice Cream service through the many possibilities for flavor combinations which are taste tempting and through care can be made most eye appealing.

In down town locations sundae sales are greatest from noon to early afternoon hours while in the medium income neighborhood store, sundae sales are most important from 6 P.M. on through the evening.

Sundae sales are best at fountains situated where store traffic is made up in large part of people enjoying leisure. At fountains where sundaes are excellently prepared and properly merchandised the ratio of sundae sales is perceptibly increased.

Sundaes are the common meeting ground for men and women—that is, this Ice Cream combination is sold in about equal amounts to men and women. Sundaes are an extremely profitable item with a very satisfactory return to the fountain if properly made and merchandised.

THE ICE CREAM SODA

3 Ice Cream sodas when well made bring real profits to your soda fountain. However, unless the Ice Cream soda is zesty and flavorsome with accurately combined ingredients the acceptance for this item will not increase at your soda fountain. In fact it may injure your entire soda fountain reputation, if you make a poor Ice Cream soda. Ice Cream sodas seem in many communities to have larger volume of sales during warm weather. However, in recent years the sale of Ice Cream sodas as a mid-morning or mid-afternoon refreshment has considerably increased.

There is a distinctive appeal in the Ice Cream soda which is lacking, for many customers, in any other fountain product. They are decidedly important in any soda fountain business and the soda fountain which earns and maintains a reputation for a zestily flavorsome Ice Cream soda with a good portion of Ice Cream, will build for itself a fine repeat business.

THE BANANA SPLIT

4 While not so important in relation to the volume of its sales as the sundae, Ice Cream soda and the milk drinks, the banana split is one of the most dramatic services at the soda fountain and attracts buyers especially among the teen-age groups who like the diversity of flavors and ingredients which make up this dish.

It is a premium service, not low priced but sought and enjoyed for those extra occasions when something special is desired. Well made, the banana split is a picture as it is served, and taste tempting to its devotees. Because it is an elaborate service, it tops the menu in selling price—but this does not deter those who enjoy it and it sells well, particularly in those areas where many young people are customers. Merchandised on the basis of its appeal, and sold at a price in relation to its cost, the banana split adds desirable variety to the soda fountain menu and profit to the store.

YEAR 'ROUND MERCHANDISING



SELECT SPECIALS TO FIT

The items illustrated in the Four Seasons are shown to encourage you to select those Ice Cream combinations for featuring which are best fitted to your individual business and to the availability of foodstuffs, advertising material and serviceware needed for the various combinations.

SPECIAL DAYS:

March 21st—First day of Spring. Give your store a spring cleaning. Freshen up your decorations. Change your advertising material. Feature a special made from one of your staples.

April 1st—April Fool's Day. Specialize one of your budget sundaes for volume sales. Use signs: "No Tricks . . . It Clicks."

April 14th—Pan American Day—a salute to our neighbors to the South. Coffee flavor is the theme in sundaes, sodas and milk shakes.

Easter Sunday—Dress one or two of your staples up for the Easter Parade. Milady is wearing her new bonnet gay with bright colors so make your Easter Sundae an appropriate one.



May 1st—May Day—Set up a miniature May Pole in your display window with the paper streamers attached to the Ice Cream combination you're featuring.

Mother's Day—Second Sunday in May—Feature take home Ice Cream for mother's dinner on this special day.

May 30th—Memorial Day—Red, White and Blue are the decorations. Feature an All American Banana Split or some other special service with a patriotic name.

THE VOICE OF SPRING

OR—LOOK AT THE CORNERS!

'Member back when you were just a kid and "Mom" always turned things upside down for "Spring house cleaning?"

Fierce while it lasted, but everything was sure nice when we were all settled again!

Why not "house clean" the fountain, before the busy summer days catch up with you?

Take a real look around and see what a lot of corners you've missed in the day's clean up schedule. Dig 'em out and get your part of the store so clean it "hits 'em right in the eye," when they come in the front door.



FOUR ESSENTIALS

There are four outstanding things that you can do to help yourself become a better Ice Cream merchandiser:

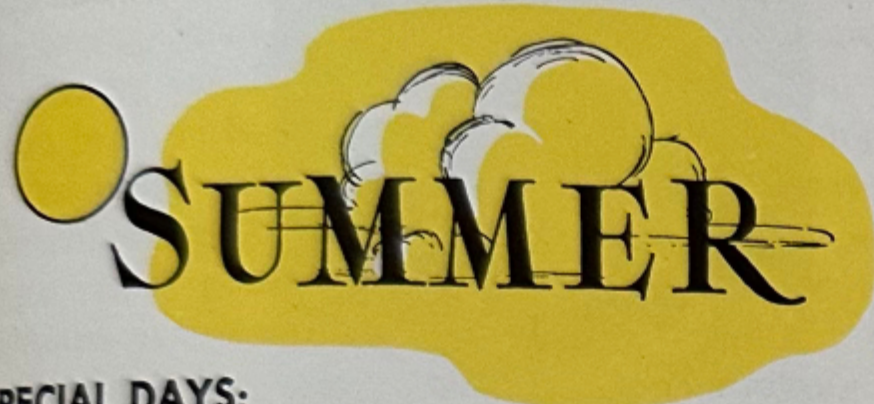
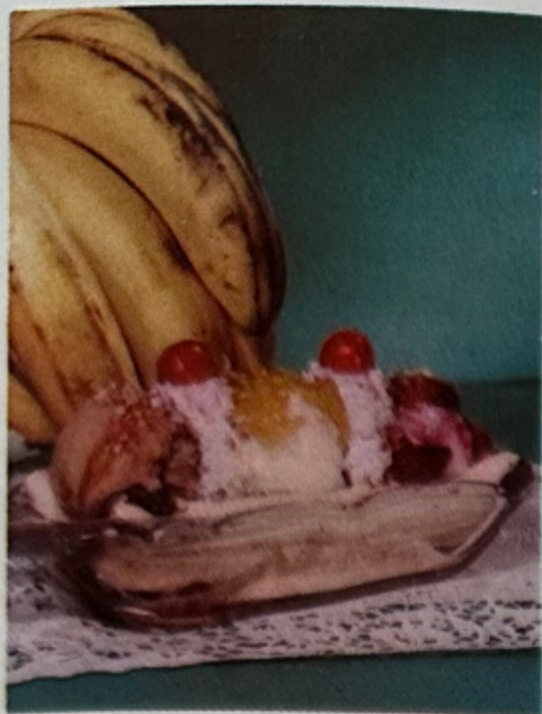
1. SMILE
2. BE COURTEOUS
3. KNOW YOUR BUSINESS
4. TAKE AN INTEREST IN YOUR WORK

Be agreeable. Before you have a chance to say a word to a customer, your expression and attitude have made a definite impression. A real smile is a good start toward a sale.

Courtesy is consideration for others. Service is more satisfactory where it is based on courtesy. Courtesy is a great good-will builder.

Knowledge gives you confidence in yourself. Knowledge of your product and how to make the items your menu lists, enables you to advise customers wisely, thereby increasing your sales.

Take a keen interest in your work. Be enthusiastic! Without interest in your work, no amount of selling skill will give you more than a temporary success.



SPECIAL DAYS:

JUNE—is Dairy Month. Tie in Ice Cream with other dairy products . . . a cheese sandwich with an Ice Cream soda, milk shake made with really cold milk.

Father's Day—Second Sunday in June—Dress up one of your staples and give it an appropriate name for Father's Day selling. Take good care of the kiddies when they come in with Dad because the youngsters are the quickest way to his heart—and pocketbook.

June 21st—Knock, knock. Who's there? Summer once again. Get ready for busy days ahead. And in the hot summer weather when you serve customers that delicious Ice Cream—smile and be friendly. A genuinely friendly attitude will help hold customers.

July 4th—Independence Day. Use the colors of the Flag to decorate your windows and your Ice Cream dishes also.

August—is vacation month. People are on the road, in strange towns and cities all over the country. Make your store inviting and it's you who'll get the extra sales.

Labor Day—First monday in September. Last long week end of the summer season. Make "sell more Ice Cream" your motto.

School Days—Children going back to school now. Their nickels and dimes mean business for you. Treat them as graciously as you would any adult . . . they're your customers today and your customers of the future. Feature your staple items for Special Day Selling.

SUMMER AT THE ICE CREAM DEPARTMENT

Cleanliness at the soda fountain is particularly important in hot weather months. Then it is so easy for food to spoil—so easy for "off" odors to develop when emptied milk bottles are left standing in the heat, when syrup cans are not disposed of when emptied, when fresh fruit is not sorted often.

Yes, summer is our busiest time at the soda fountain. It must also be the time of greatest attention to the little details of cleanliness. Just a few drops of milk spilled and left, can cause a decidedly unpleasant odor—or milk wiped up and

the cloth not well washed. What a "fragrance" that breeds in a few hot summer hours.

Even beyond the unpleasantness of such odors is the actual danger of spoilage in food not stored under proper conditions. Dairy products, meats, fish and similar foods become "spoiled" in a short time, if not kept under refrigeration. Not only are they dangerous to serve, but the loss in the amount which has to be thrown out, seriously affects the fountain's gross—and don't cut down that gross by letting flies "elbow out" your paying customers at the fountain.

You can't make net without gross and you can't make gross if product cost runs too high in comparison to sale price, or without customer demand.

Watch the little things at the soda fountain. Keep it clean. Store supplies promptly in storage places that are spotlessly clean and at proper temperature. Buy wisely to avoid over stocking of perishables. These will help keep customer attraction at your summer soda fountain.

THAT CLEAN COOL LOOK!

Sure, it's hot! And, so, customers are "piling in" to soda fountains and Ice Cream departments for something cool to eat or drink. Are you ready?

Half the secret of making customers feel cool is to have things arranged to avoid a cluttered, confused appearance.

How does your set-up look?

A messy back-bar, piled high with "odds and ends," mirrors covered with a dozen signs put on at any and all angles, dirty glasses and spoons "parading" around the sink—nothing in these suggests coolness to the customer.

Clean up! One of the coolest looking back-bars we've seen was just a well arranged display of sparkling soda glasses and a bowl piled with yellow oranges at each end—nothing else! The mirror was clear except for three signs:

"ORANGE FREEZE"

Cool, Thirst Quenching, Delicious

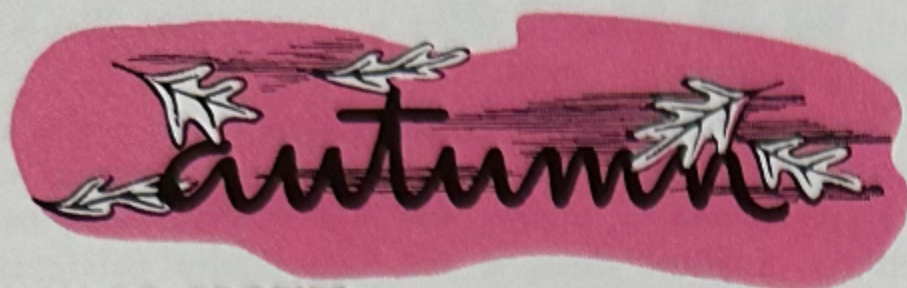
Price —



in the center, and the two other signs advertised other Ice Cream specials.

That back bar was "stripped for action"—and, getting it!—in customer attraction and purchasing.

Put away all the supplies you aren't using. Keep the counters clean. The more space you have free—the easier you work and the more inviting your Ice Cream Department to the hot, weary, and thirsty.



THE WAY TO PROFITS

There is an old saying—"You never go broke handling crowds"—which sounds swell—but like a lot of other such sayings, is only partly true. Crowds in the retail store usually do mean sales—but sales have to be made at a profit or crowds can mean serious loss to a store.

Sales volume alone doesn't create profit—but if costs are known and goods priced to yield a fair return—then each additional sale does add to net profits.

Knowledge of costs:

1. Gives a basis for predetermining selling price of individual items to yield a satisfactory profit.
2. Makes possible pricing by actual costs rather than by store traffic.
3. Instantly suggests where food costs or expense items are excessive, and by changes can be brought down to a lower level.
4. Makes possible recognition of efficient employees.
5. Gives ability to select merchandise for resale. With knowledge of costs, the store owner is prepared to develop sales in those departments where it will be most advantageous to him. The field of opportunities awaits his initiative.

Training the new employee in the proper serving and dispensing of Ice Cream and items containing Ice Cream helps assure the profitable operation of the store soda fountain or Ice Cream department.

The fountain is a great aid to the store's financial position if properly managed.

Know your costs—train personnel in correct dispensing and you are on "the way to profits".



SPECIAL DAYS:

World's Series—Tie prominent baseball names in with your Ice Cream promotions. Name a sundae or a soda or a milk shake after the current home run king or favorite pitcher.

Football Days—Can be turned into profitable days if you get the after-the-game crowd coming into your store.

October 12th—Columbus Day. Help your customers discover the special Ice Cream combination your're fea-

turing by doing an extra special job of merchandising.
October 31st—Hallowe'en—Trim your windows with appropriate decorations. Orange and black is the color scheme for Hallowe'en. You can feature a "Hallowe'en Sundae" by adding a soda spoon of candy corn to your staple chocolate sundae.

Thanksgiving Day—Take-Home Ice Cream for the big Thanksgiving dinner will sell on this joyous holiday if given the right promotion. Suggest take-home Ice Cream to all customers who come into your store.

Use your staple items for special day selling.



PEP AND ENERGY

Hot days gone—now's the time to push milk drinks made with Ice Cream. They're the favorite of millions of lunchers. With a good sandwich they give a real answer to a "quick but filling" noon meal—and don't forget—Ice Cream milk drinks can make lots of mid-morning or mid-afternoon "snack" customers.

Getting your share of milk drink sales? How's about checkin' up on the little things that give that "come again" appeal to Ice Cream milk drinks?



KEEP 'EM COLD

You bet—that's the first rule. Everything that goes into milk drinks must be cold. Start with the mixing cup—keep it in the cold cabinet between "shakes"—makes a big difference. Keep milk where it is really chilled—you won't get the "fluff" which makes that drink so pleasing to your customer if milk is room temperature or only a little below.

WINTER

ENTHUSIASM

The successful merchandiser is one who is enthusiastic about the product he is selling. His enthusiasm must be natural—a spontaneous expression that is vital, electric, strong enough to impart itself to the customer.

It is said that one of the late Irving Thalberg's greatest qualities was that of "terrible enthusiasm." Commenting on this vital spark in this young man's life, an intimate says, "It poured into you and electrified you, stimulating you beyond your own ability".

William James, father of practical psychology said that the average man is only half awake. With enthusiasm the awakening can be completed and talents that now lie dormant begin to function for business advancement.

Few people can remain cold and unresponsive in the presence of someone who believes sincerely in what he says. Once you've penetrated a customer's reserve with your enthusiasm you're well on your way to a sale.

Simulated enthusiasm, however, is something to which you should never resort. It's difficult to feign enthusiasms and people invariably detect it for the hollow pretense it is.

If you can't generate an honest enthusiasm don't put on an act—it will only serve to alienate your customers.

Genuine sales enthusiasm requires a complete knowledge of the product you are selling. You can't feel a genuine excitement over an article about which you know nothing.

Know what you're selling before you attempt to sell.

A love for your work, a knowledge of your product, loyalty to your employer and fellow employees and an honest eager enthusiasm are essentials in the make-up of any successful salesman.



SPECIAL DAYS:

December 25th—Christmas Day. Merchandise take-home Ice Cream for the Christmas dinner. Keep your store bright, cheerful and holidayish and you'll attract the crowds. Don't believe the old fallacy that December is a bad month for Ice Cream sales. It's only as bad as your lack of merchandising makes it.

January 1st—New Year's Day—Put appropriate greetings in your display window. Wish customers "the best" when they come into your store.

January and February—Basketball and Ice Hockey season . . . opportunities to cash in on the interest of the sport fans who want to sit someplace and talk over the game.

February 12th—Lincoln's Birthday—Feature an "Honest Abe" Sundae that's made from one of your staple items.

February 14th—Valentine's Day—Feature a Valentine Sundae by sprinkling some candy hearts over one of

your staple sundaes.

February 22nd—Washington's Birthday—Feature cherry in both Ice Cream and flavoring.

March 17th—St. Patrick's Day—Pistachio Ice Cream and Lime Sherbet are your sellers for this day.



FAVOR YOUR FUDGES

Fudges There are a few cautions and precautions to check over as you start hot fudges rolling, for sundae selling.

NOT TOO HOT! Don't let fudge warmers heat chocolate fudges so hot that cocoa butter separates. You can't get the fat back in to make a smooth fudge if it once separates. If you find your kettle overheats, look on the bottom for regulating directions or have it serviced by the fudge supplier.

NOT TOO THICK All fudges "cook down" through the day—just need to have the moisture they've lost, put back—to make them okay again. Beat in a little hot water every morning to "thin down" fudges to first thickness. Don't use simple syrup to thin fudges. Not necessary either to use milk. All they've lost is water—so put that back in and you're all set for a new fudge day.

Keep It Scraped Don't let fudge get up on sides of warmer and "bake on". It crystallizes or "sugars" if you do. Then, if you scrape this into the fudge, it gets grainy and has an overcooked taste. Keep kettle scraped down to keep fudge tasting right.

Wash The Kettle When fudge gets low, take it out and give the kettle a thorough cleaning and drying. Start "all over again" with fresh fudge. Never refill kettle without cleaning—spoils the taste.

Give 'Em a Beatin'! Fudges, chocolate or butterscotch, need to be "stirred up" every time they are used. Go after 'em with a good beatin'—keeps 'em smooth and the same thickness for every service—not so much sticks to the ladle and you don't over portion.

Check your reminders and keep "fudgin' along."

NOTE: The items illustrated in the Four Seasons are shown to encourage you to select those Ice Cream combinations for featuring which are best fitted to your individual business and to the availability of foodstuffs, advertising material and service ware needed for the various combinations.



Merchandising makes it easy for customers to buy more

Location determines rent. The flow of street traffic is your first consideration in selecting your store location. People have to be on the street in front of your store if you are to have an opportunity to invite them in—to get their patronage.

*But even if the location is good from this standpoint, customers come in and come back to stores where **MERCHANDISING** suggests, displays and attracts to good value in various commodities.*

Merchandising moves goods toward people and people towards goods so that sales increase.

FOR THE SODA FOUNTAIN

If your store has a soda fountain, and the window and door signs invite the public to enjoy Ice Cream in its various services, many will enter. Surveys show, that the soda fountain brings in more people than any other department in the store.

When the customers approach the soda fountain, make it easy for them to buy—with attractive signs, menu clip-ons, and attentive personnel, and with well made, eye appealing “money’s worth” Ice Cream services.

Offer not only the staple Ice Cream services so many enjoy, but also the seasonal specials which attract that portion of your customers who like to “try something different.”

Many will be attracted toward well advertised Ice Cream services and will buy more than the small priced drink they may have planned to get when they entered. Merchandising thus yields you higher return for stools occupied, and you know that means more money in the till!

FOR THE CABINET STORE

A sign prominently displayed that a certain brand of Ice Cream is carried in the store attracts sidewalk traffic, for many are “sold” on one or another of well-known brands of Ice Cream.

In the store a cabinet well located for customer convenience, and with over head signs for customer attention helps sell more Ice Cream to take home. Advertising the larger sized packages result in many additional sales.

Suggestions on the part of the store personnel, signs which direct customer traffic, and well lighted, well arranged departments, all help to keep customers coming into your store, and buying more while they are there.

Is your merchandising effective in attracting customers and influencing sales?



SIGNS everywhere!

Many times in a store it is necessary for a customer to wait for something or somebody. He grows impatient, thinks he's wasting time and very often leaves the store without making a purchase.

Signs on large cards—5 or 6 inches wide on counters in different departments of the store

suggesting Ice Cream Sodas, Ice Cream Sundaes, and other fountain Ice Cream dishes; Ice Cream to take home—may attract the waiting customer and make a sale.

Let these signs greet the customer's eye. The results will benefit both customer and merchant.

*for
example*

Enjoy your favorite dish of
ICE CREAM
while you wait for your
prescription to be filled!

*Hungry?
In a hurry?..*

GET AN
**ICE CREAM
CONE**
and eat it on
your way!

Take Home
ICE CREAM
for dinner
tonight

ORDER YOUR
PET
ICE CREAM SODA
while
you are waiting for
your bus!

IMPULSE MUST BE CONVERTED INTO ACTION TO MAKE SALES...



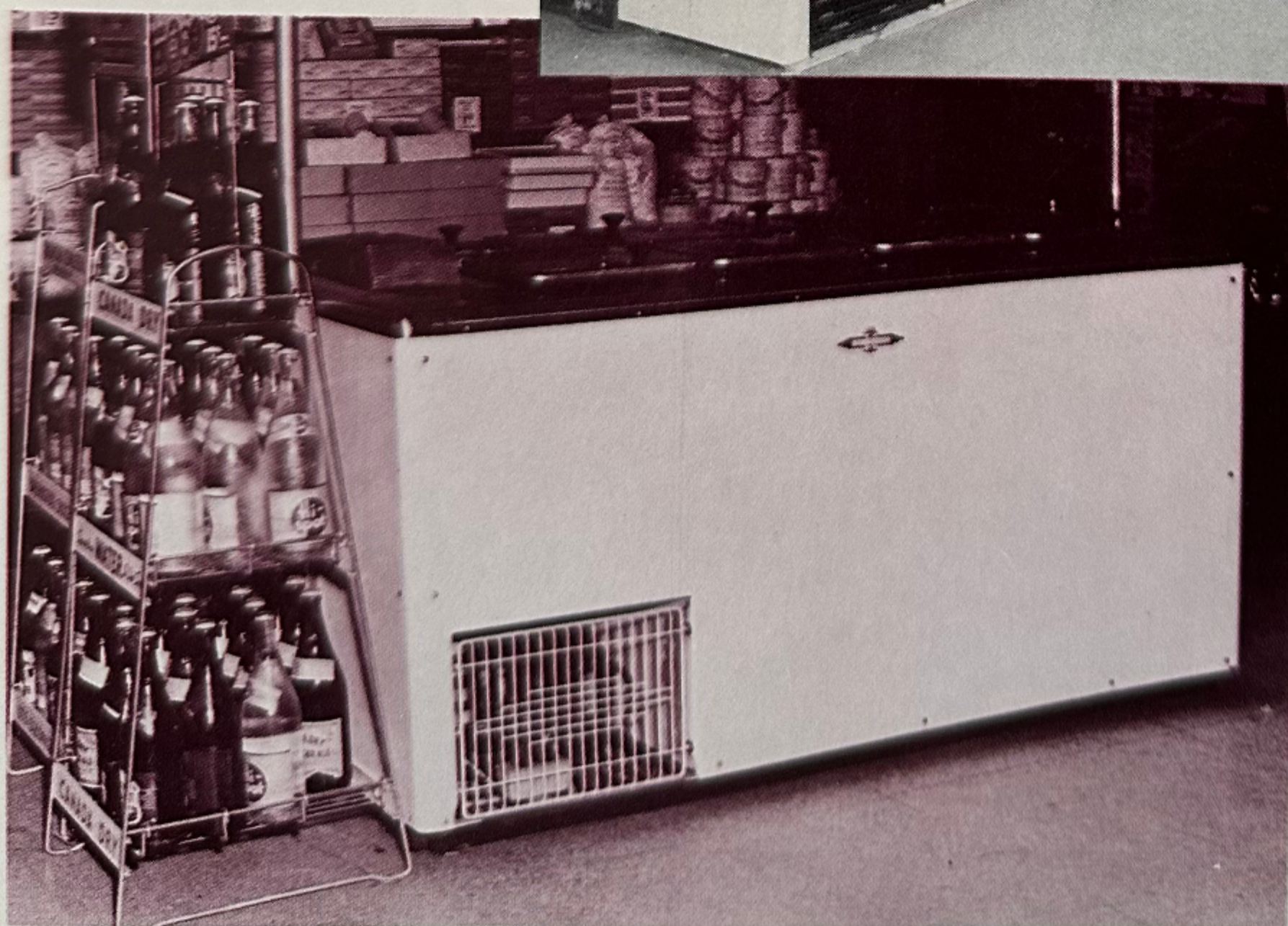
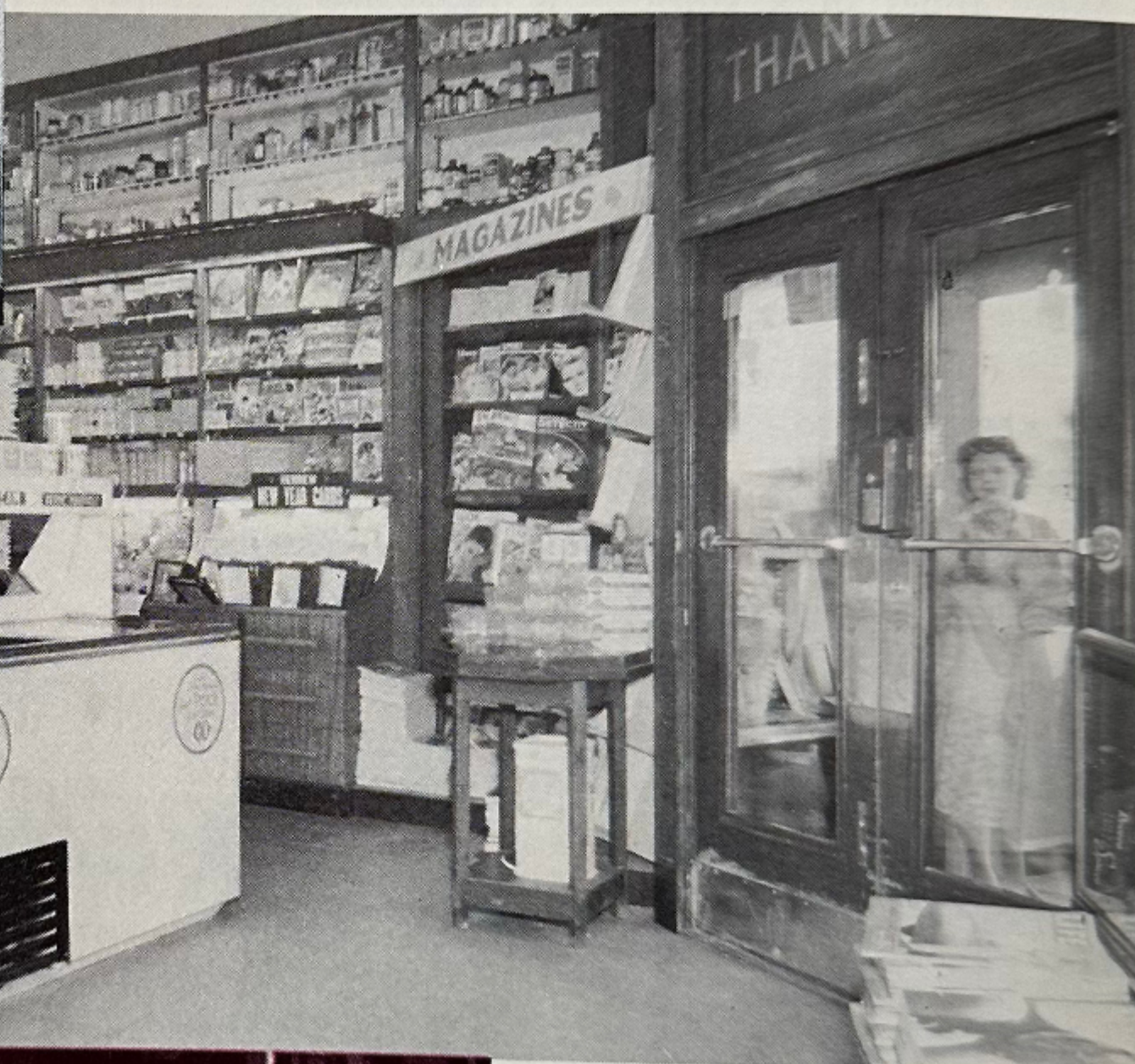
What gives the potential customer that impulse to buy?

1 A window display that catches the eye.

The Ice Cream cabinet in a strategic spot.

2

Good point-of-sale material placed where the customer's eye cannot miss it.



3

Food items "Good with Ice Cream" built around the Ice Cream cabinet in such attractive displays that the customer acts upon impulse and puts six or more related items into her basket instead of the one item she had intended buying.

YOUR SILENT SALESMEN

- **WINDOW**
- **LIGHTING**
- **COLOR**
- **BACKBAR**

Ever notice at Christmas the crowds around the displays of the trains which are the main feature of some department store windows? You have to wait your turn to get near enough to see what it is all about and it is difficult to tear yourself away. Those windows sell electric trains. Yes indeed, they are silent salesmen for the toy department—and so productive of sales that the most prominent window in the store is usually chosen for the display.

Your window is a salesman—good or not so good for you depending on how you use it. Window displays have the ability to start traffic into the store, and to increase sales in merchandise, which may have little other publicity. Windows are a power in stopping sidewalk traffic and starting store traffic.

A window such as the one shown here will call that traffic to the store to try your soda fountain offerings. Change displays often enough to keep the invitation of the window working to attract and divert passing traffic and starting store traffic.

Then when the door opens to the entering public, be sure that the interior of your store and the department highlighted in the window continue the message of interest and draw the buyer to the department to buy.

Proper lighting of the store—so easy with modern lighting techniques—walls—and fixtures which carry out a pleasing color combination—all lead to the point of purchase.

Please note. Soda fountains have been credited with attracting 43 people out of 100 into your store. Make this power work for you.

At the soda fountain, a backbar making the most of the display place draws like a magnet. Here is an example of a well arranged soda fountain, with advertising well placed, everything in place—no crowding. Can't you think how good a zesty Ice Cream soda, a Milk Shake, or a Sundae will taste? It is an invitation which few store customers will resist.



**USE YOUR SILENT SALESMEN
TO HELP SELL MORE PEOPLE
MORE TIMES—FOR MORE PROFIT**





Attractive window displays draw attention of sidewalk traffic—stimulate the buying interest—help bring customers into the store. Make yours a selling window!



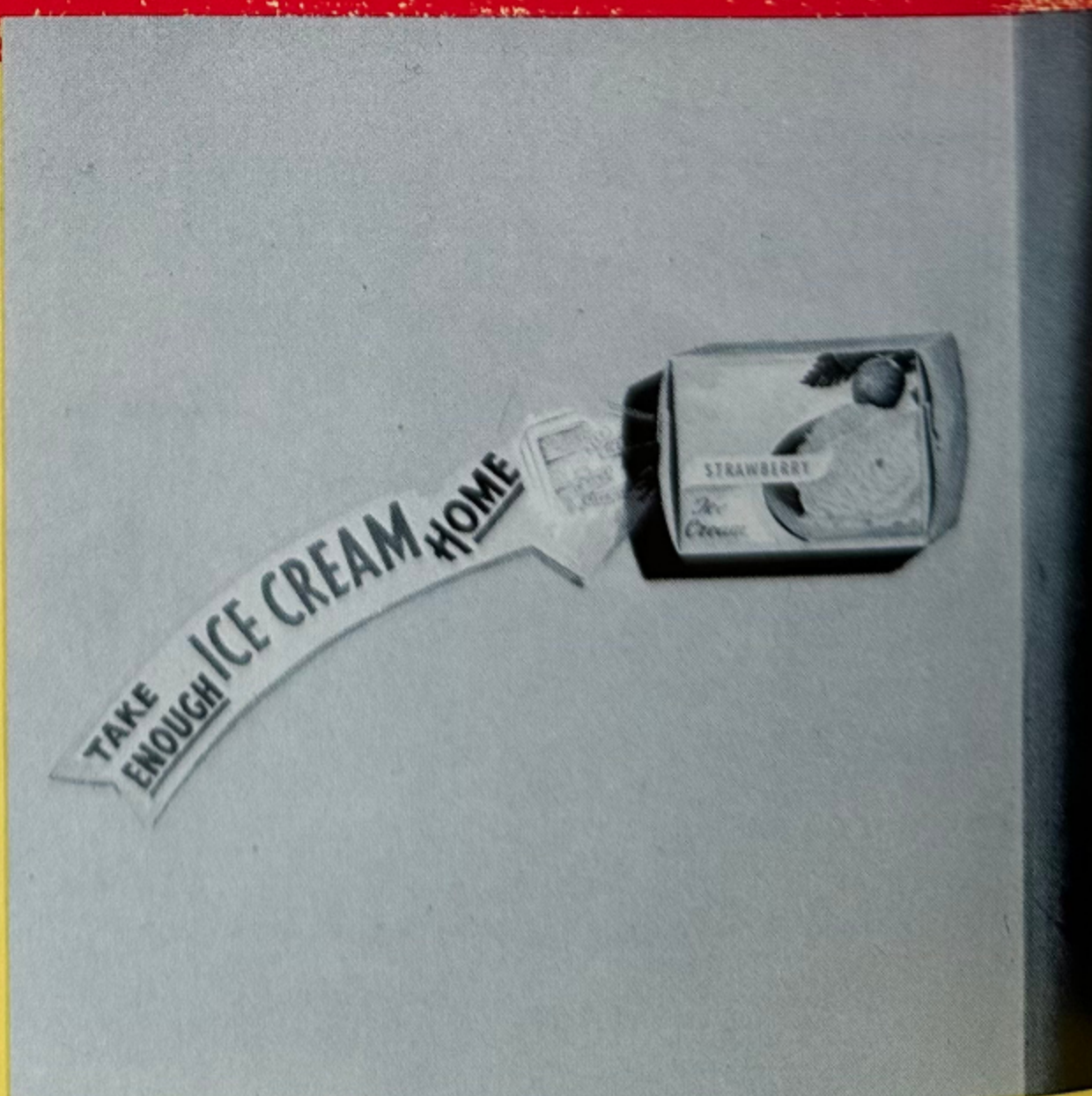
Point-of-Purchase displays sell Ice Cream. . . . They should be a part of your merchandising programs. . . . They'll step up your Ice Cream sales by helping you sell larger sizes and greater quantities. . . . Here are some of the places you can use Point-of-Purchase display materials effectively.

Point-of-Purchase

One last reminder—just as the customer is ready to leave the store—suggest "take home" Ice Cream by placing point of purchase material similar to the above on the inside of the door. Give the buying impulse this last suggestion . . . It Sells!

TAKE HOME ENOUGH ICE CREAM

Point-of-Purchase displays appeal to the sense of sight and taste. . . . They deliver your sales message at the point where the customer is more apt to buy. . . . Surveys prove that Ice Cream sales spiral upward when displays are used. . . . Here are some of the places you can use Point-of-Purchase display materials.



Picture an Ice Cream item on your flavor board. Be sure the flavor board tells what's in your Ice Cream cabinet. Change flavor strips promptly when necessary. An up-to-date flavor board is your silent salesman!



Cooperate with your Ice Cream manufacturer when he supplies you with Point-of-Purchase display materials. . . . Permit him to place these displays in strategic locations where they will do a real selling job for you!



CHOCOLATE

VANILLA

STRAWBERRY

PEACH

CHERRY VANILLA

MAPLE

BUTTER PECAN

BANANA

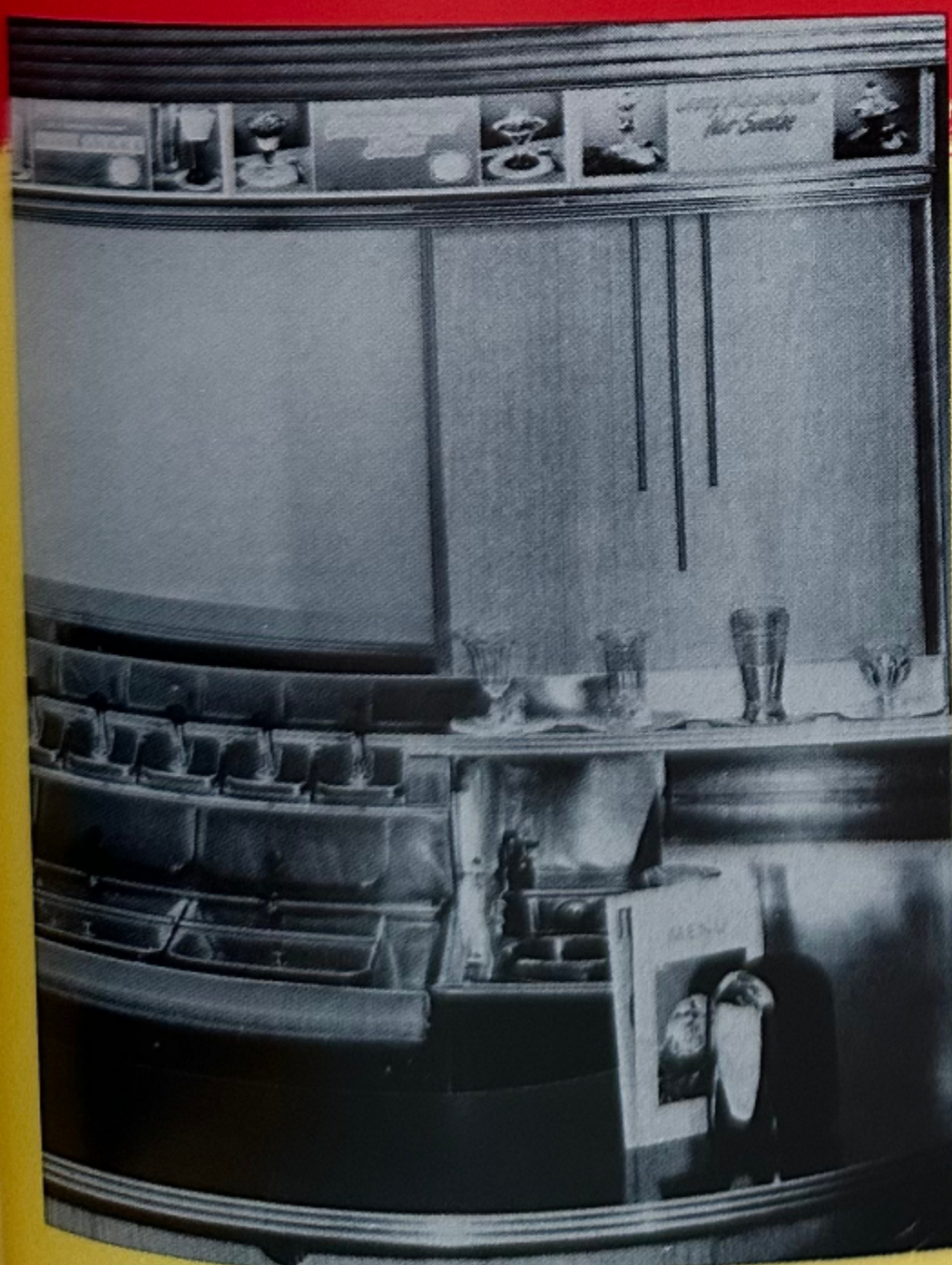
FRUIT ICES

PINEAPPLE

BUTTERSCOTCH

COFFEE

Displays Sell Ice Cream



Backbar streamers arranged to catch the customers' eyes may influence their choice of a milk shake, a sundae, or an Ice Cream soda instead of a 5-cent drink. Higher check averages mean more profits for you!

TAKE HOME ENOUGH ICE CREAM

Your Ice Cream manufacturer is trying to help you sell more Ice Cream. . . . Remember, the Point-of-Purchase displays he puts up in your store are proved sales stimulators, designed solely to sell Ice Cream for you. Use them!



SHOWMANSHIP

WITH

RE-LIS-TIK

DISPLAYS



Here the power of showmanship is given full play in creating an attractive, crowd-pulling advertisement for the ice cream services offered in the store which put in the window . . . ReLisTik used to make these ice cream services has the advantage of a mirrored background to enhance further the eye appeal of the various ice cream items shown . . . Take advantage of the showmanship of display to create such appetite-appealing sundaes, Ice Cream sodas and milk drinks by which to attract customers and clinch the buying urge.



HERE ARE THE WAYS TO USE RE-LIS-TIK

TO MAKE THE VARIOUS SERVICES:

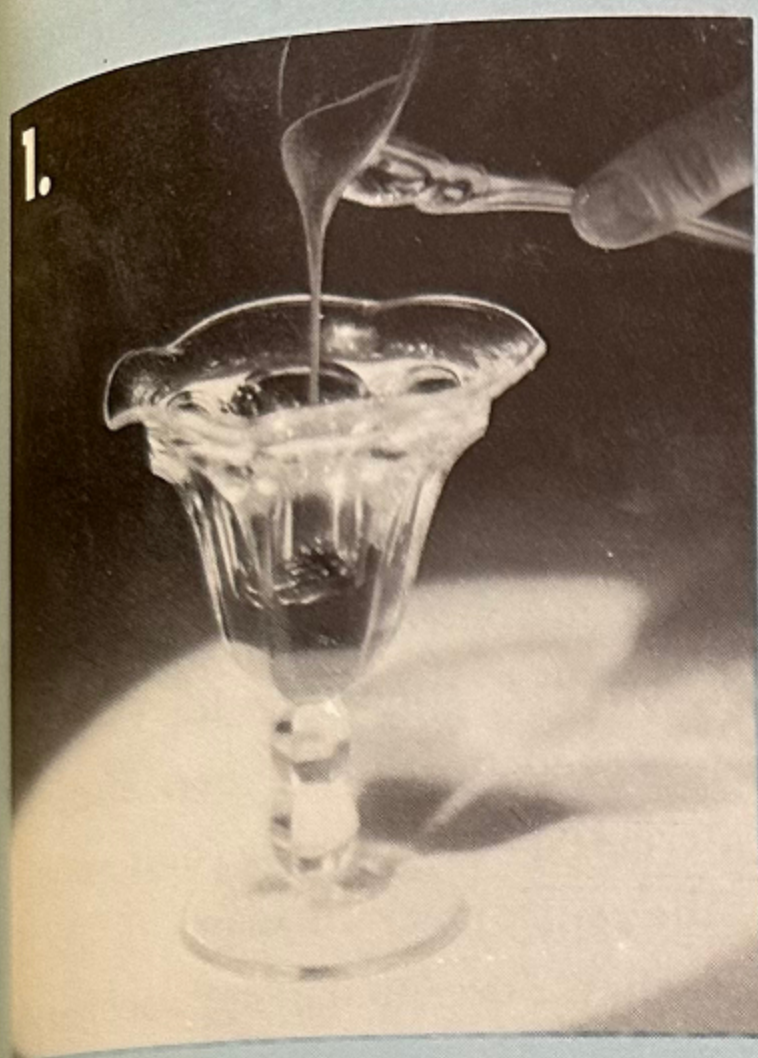
How to make an ARTIFICIAL ICE CREAM SODA

1. With a table knife or your fingers, coat the inside of an Ice Cream Soda glass with a thin layer of the appropriate color of artificial Ice Cream to make the desired flavor of soda.
2. If making a colored artificial Ice Cream soda occasionally use a small amount of vanilla artificial Ice Cream on side of the glass. The resulting white spots simulate Ice Cream showing through the soda.
3. After the glass is coated all the way to the top, fill the inside with tissue paper and set a dipper of vanilla artificial Ice Cream on top of paper so that the ball projects above the top of the glass.
4. Fill in the space around dipper of Ice Cream with the same color artificial Ice Cream used to coat the glass. Use a fork for this purpose and roughen up so as to imitate the foam.

How to make an ARTIFICIAL BANANA SPLIT

1. Take a small portion of vanilla artificial Ice Cream with your fingers and mold into the shape of $\frac{1}{2}$ of a split banana. Sprinkle down the center with poppy seed or caraway seed. These represent the seeds in the banana.
2. In a banana split dish place seed side of artificial banana half out so that seeds may be seen. Place 3 #24 assorted color dippers of artificial Ice Cream (dipping instructions same as in making the sundae). Flatten out tops of Ice Cream molds with bowl of a teaspoon to prevent fruits or syrup from running off. Top with heavy fountain syrups and regular preserve fruit in the exact manner as you do a regular banana split. Sprinkle with real nut meats.
3. Lightly rake a fork through artificial vanilla Ice Cream forming a rough portion of whipped cream effect. Place a portion between each outer and center mold of Ice Cream. Place $\frac{1}{2}$ or whole real or candy cherry on each portion of artificial whipped cream.

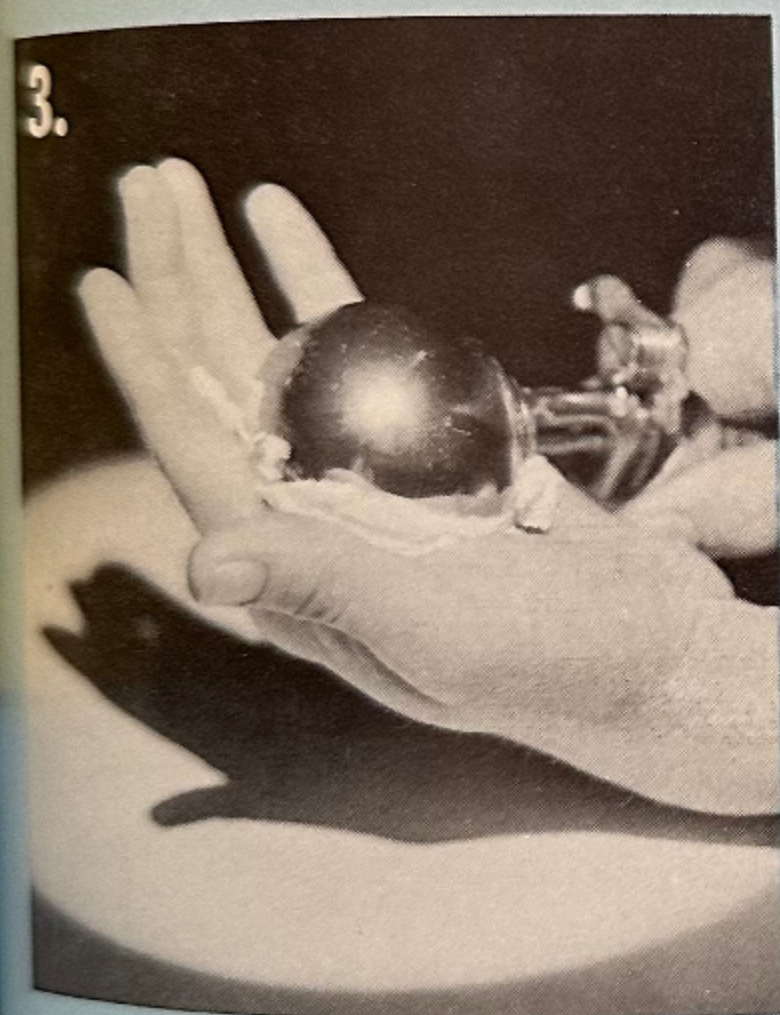
THE ICE CREAM SUNDAE



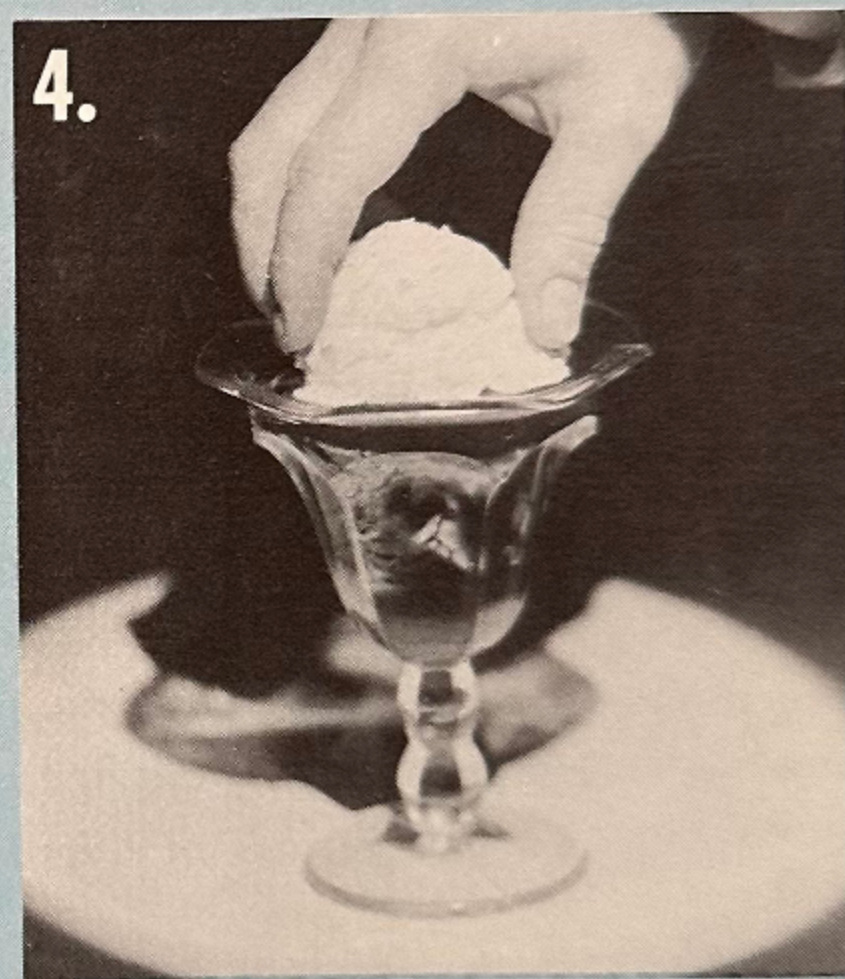
1. Pour an ounce of heavy base syrup or crushed fruit, before it has been thinned with simple syrup, into a sundae glass.



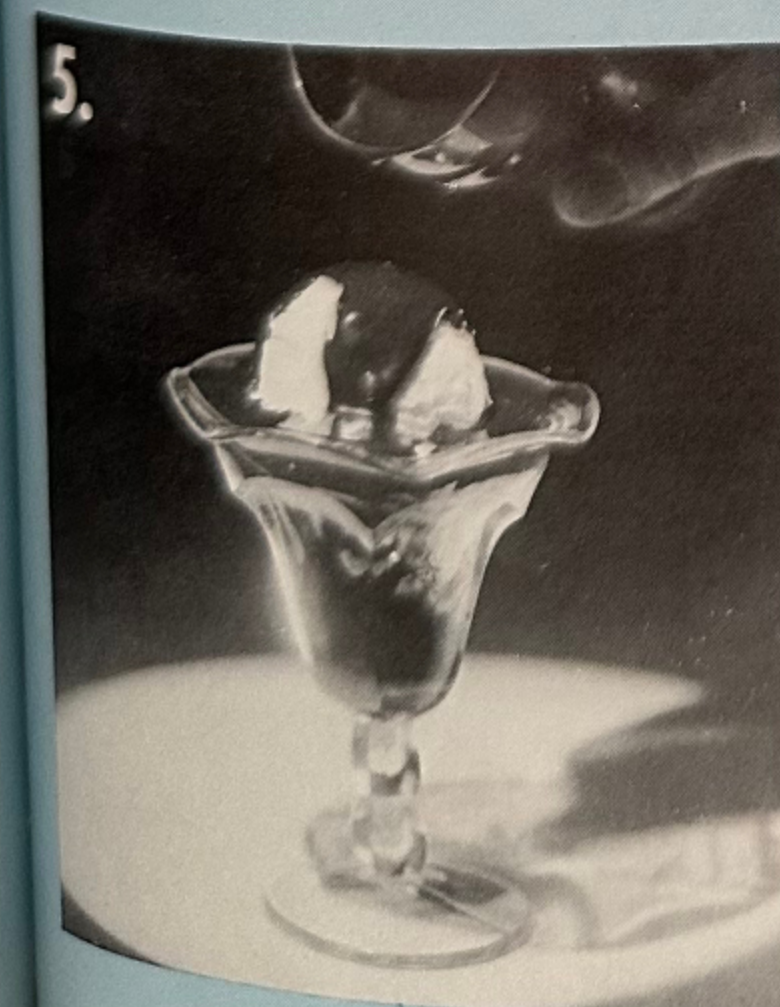
2. Press into the bottom of the glass, with your fingers, a quantity of artificial Ice Cream about the size of an egg. This should be firmly forced against the bottom and sides of the glass.



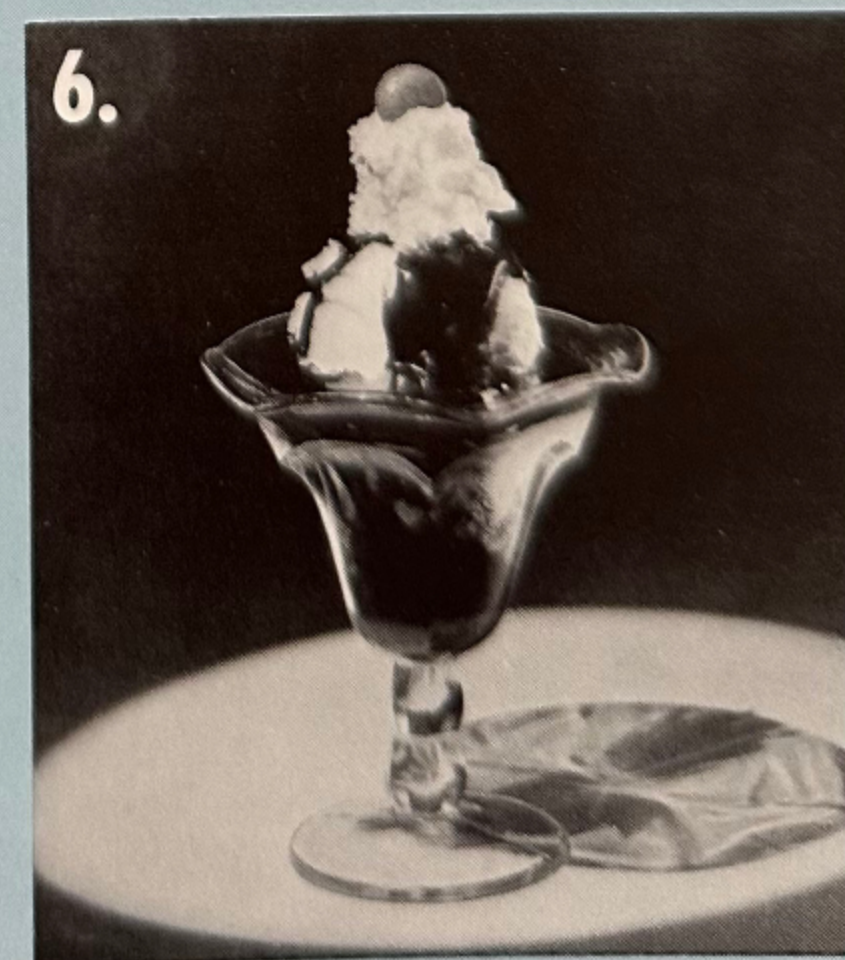
3. Next, with a regular Ice Cream dipper (the size that will fit the dish you are using) dip the artificial Ice Cream as though it were real Ice Cream, fill the dipper, packing firmly. When ejecting the artificial Ice Cream from the dipper hold the open side of the dipper firmly against the palm of the hand so that the cutting blade will not force the artificial Ice Cream out of the dipper but will cut it out. This action brings out the Ice Cream-like grain of the artificial Ice Cream.



4. Set the dipper of artificial Ice Cream in place in the glass. It is important to see that this dip is placed down in the glass far enough so that there is no space between the bottom of it and the material below. If necessary build up the bottom section by the addition of a little more artificial Ice Cream.



5. Pour heavy base syrup or crushed fruit over sundae as you would in making a real sundae.



6. The addition of whipped cream. This is made by raking a fork through a quantity of vanilla artificial Ice Cream. A rough portion will collect on the fork and this should be lifted off carefully and set in place with your fingers. You may garnish with a real or candy cherry or bit of fruit or nut meat.

SPECIALIZING IN SPECIALS

Are you featuring a fountain special for this month or the week-end? If you are not, it is well to plan a few "specials" for future use. Sales go up when "specials" are featured.

CREATING A "SPECIAL" FROM A STANDARD FORMULA

People like to try new Ice Cream dishes at the fountain and the fountain that "specializes in specials" draws new customers and keeps the old ones interested.

There are many ways to make up special sundaes, Ice Cream sodas and other fountain dishes with the material always at hand, from the standard formulas.

1. Mix flavors of Ice Cream and Sherbets instead of using one kind in a sundae or Ice Cream soda. Use a special name to indicate this change.
2. Vary the toppings and syrups and use them in new combinations.
3. Invent new garnishes; use grapes instead of cherries; fresh mint sprigs and separate mint leaves arranged around top of dish or glass; sprinkles of cinnamon or nutmeg, chopped ginger, crushed peppermint candy, or "Decorettes" or "Sprinkyl." The attrac-

tive arrangement of the items in a garnish is important.

So many times a customer seated at the fountain will see an eye appealing Ice Cream fountain dish served to his neighbor. If the garnish is attractive, making the dish very appetizing, the customer will say, "I like the looks of that one—make me one just like it!"

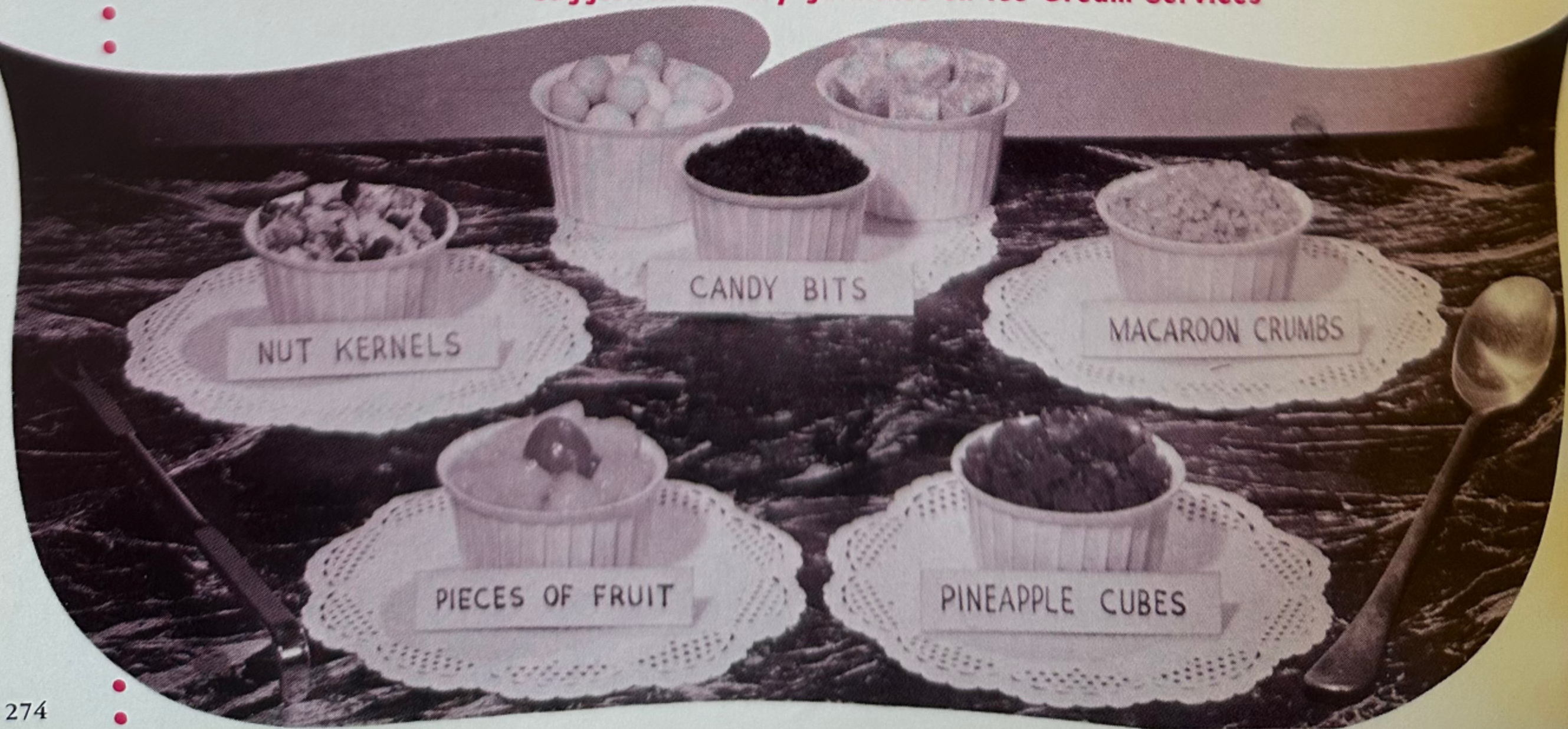
THE NAME

There is more to "specializing a special" than the ingredients and garnish. A little showmanship in naming the special is necessary to catch the customer's attention.

Tie up your fountain specials with the season, sports, movies, anniversaries, local news, flower shows, beauty contests, circus, or any current affair.

Know your community and choose events and names which will highlight the neighborhood interest.

Suggestion to vary garnishes on Ice Cream Services



specialize in service

When you talk about "sure things" {which so often go wrong} you can bet on one "sure thing" which is always right: customers want good service! Every store that gives good service is building good will and customer preference that will return dividends in repeat business and increased profits. Check these steps in good service and then put them into practice in your store and watch the results.

Pass these tips on to your personnel:



1. **A CHEERFUL GREETING** makes a customer feel that he's in a friendly store that appreciates his patronage and sincerely desires to serve him.



2. **A MENU, A GLASS OF WATER AND A NAPKIN**—and you're ready to take the customer's order. If you can't take the order immediately a pleasant remark, such as "I'll be with you in a minute" lets the customer know you'll serve him as soon as you can.



3. **TAKE THE CUSTOMER'S ORDER CAREFULLY.** Repeat the order to be sure you have it correct. This procedure fixes the order in your mind and lets the customer know you understand exactly what he wants.



4. **THE PERFECT SERVICE**—sundae, banana split, Ice Cream soda or whatever the customer has ordered, made correctly in the serviceware best suited to its appearance and formula, served with spoon, straws or whatever is necessary with the item ordered.



5. **BE READY WITH AN APPROPRIATE SUGGESTION** whenever the opportunity permits. If the first order is for a salad or a sandwich, the customer may welcome the suggestion of a sundae, or an Ice Cream soda. Give the suggestion graciously at the proper time.



6. **PRESENT THE CHECK FACE DOWN PROMPTLY** if the customer indicates he doesn't wish anything more. A cheerful "thank you" tells the customer you have appreciated the opportunity to serve him.

FEATURE YOUR FLAVOR-OF-THE-MONTH ICE CREAM



Whatever your flavor-of-the-month Ice Cream, get the maximum sales benefit from it by using that Ice Cream in some of the items you sell.

For instance, use your flavor-of-the-month Ice Cream on Ice Cream cones. That's a natural place for it because what the customer is really doing then, is sampling your special flavor Ice Cream each time he buys an Ice Cream cone.

This will stimulate take-home purchase of pints, quarts, half gallons and gallons of your flavor-of-the-month. In selling the Ice Cream cone this way you're not only making one sale but laying the groundwork for more sales.

NO LIMITATIONS

You don't have to limit yourself to the Ice Cream cone, however, in using your flavor-of-the-month. You can use it profitably in Ice Cream sodas, sundaes, milk shakes, on pie and cake a la mode and many other items you sell.

It will give your menu added variety and your Ice Cream services the distinctive appeal customers are looking for. You will, naturally, combine ingredients that go well with the flavor-of-the-month Ice Cream.

For instance, if you're featuring Cherry Vanilla Ice Cream, marshmallow and chopped nuts would go very well with that flavor.

SALES STIMULATORS

You could use the same flavor of Ice Cream in making a Cherry Ice Cream Soda. Tastes wonderful, too, as you'll find out when you try it. And cherry pie with Cherry Vanilla Ice Cream—"Together They're Terrific!"

Don't hide any sales stimulator you have under a bushel. Your flavor-of-the-month Ice Cream is a natural. Use it in as many ways as you can. It will help you to greater Ice Cream sales and profits.

ADVERTISING IS VALUABLE—USE IT!

Your Ice Cream Supplier spends large amounts of money on point of sale advertising designed to help you sell more Ice Cream. This kind of advertising has a proven record behind it. It will do a selling job for you—but only if you use it. Take advantage of this avenue to extra Ice Cream sales. Display the point of sale material distributed by your Ice Cream Supplier.

SHERBET SUGGESTIONS TO STIMULATE SODA FOUNTAIN SALES

Offer sherbets on your menu—for variety and taste appeal.

Add sherbet to your soda fountain services in these appetite-appealing services:

1. The fruit freeze, lime freeze, lemon freeze, grape freeze, all attract customers. Freeze floats, in which the freeze is topped with a dipper of sherbet are also popular.
2. Top fruit salad plate with a #30 dipper of sherbet and garnish with a cherry. The fruit sherbet adds just the right cool, tangy taste to this popular summer luncheonette service.
3. "Topper"—Top a glass of ginger ale or Coco Cola with a #30 dipper of orange or lime sherbet—different and delicious!
4. Fruit juice and sherbet—Into the glass of fruit juice, so popular as a mid-morning or mid-afternoon cooler, float a #30 dipper of blending sherbet. For example: orange juice with orange sherbet or pineapple sherbet; pineapple juice with orange sherbet or lemon sherbet; grape juice with lemon or lime sherbet. Your customer will be delighted with the added taste appeal of these combinations.
5. The dish of Ice Cream—Serve a "half and half" half sherbet and half Ice Cream. Particularly good combinations are chocolate Ice Cream and orange sherbet; vanilla Ice Cream and pineapple sherbet; raspberry Ice Cream and orange sherbet; vanilla Ice Cream and raspberry sherbet.
6. The dish of sherbet: enjoyed at the end of a meal, the dish of sherbet is popular with many. In your combination meals offer sherbet as a dessert choice—there will be a lot of takers.

For Home Service—If you sell pint packages of sherbet and Ice Cream and bottled carbonated beverages, suggest these combinations for the "porch party" or home service. So easy for the hostess—so pleasant for the guests.

The hostess is ready to serve the guests with a cool refreshing thirst-quenching drink. Extra delightful with the sherbet she adds.



Menu

FOR MENU WRITING

Well planned and properly written, your menu can be a potent selling medium in your store. As a means of sales stimulation it is equally as important as window displays, backbar signs and suggestion selling.

Your menu is your silent salesman. To make it a forceful profitable "salesman" requires considerable thought, careful planning and a realization of the power of words in selling people.

Your menu can serve as a bright glittering stop sign if you learn the technique of using "words that tease the appetite." Flash your sales message in sparkling provocative descriptive phrases. Just as you spend time and thought

in preparing an attractive unusual window display—so you should also carefully construct the menu that your customers will read. Your striking window display may have brought them into the store but your menu can help considerably in selling them.

Whet the customer's desire through tantalizing, appetizing descriptive word pictures on your menu, keeping in mind the provocative punch and power that words have in influencing sales.

When a customer picks up your menu to order he wants to know something about the items you offer. This is your opportunity to do a selling job. Your menu should tell

SALES-MAKING PHRASES

Lightning Service
Sterilized for your Protection
Pasteurized
Fresh Homogenized Milk
Topped with our own special sauces
With dated fresh eggs
With fresh yeast
Tulip Hot Fudge
Spic and Span
Made in our own kitchen
Sanitary
Generous Portion
Made with fresh fruit
Slenderizing but appetizing
Clean, Crystal Clear Glassware
Sanitary Paper Service
Tender Prime Cut
Well trained staff
Personal Supervision
Double header
Three decker
Lenten specials

MAY WE SUGGEST AN ICE CREAM COMBINATION TO PUT THE FINAL

MENU

ICE CREAM FLAVORS

Fresh Fruit Strawberry
Pineapple
Chocolate Chip

Chocolate
Banana
Vanilla

SUNDAES

CHERRY EARL—Crushed Black Cherries over delicious Ice Cream and topped with crisp English Walnuts and Whipped Cream.

FRESH PEACH—2 scoops of Ice Cream swimming in sliced Fresh Peaches and topped with rich Whipped Cream and a Red Cherry.

BITTERSWEET—2 scoops of satin smooth Nutritious Vanilla Ice Cream covered with rich tangy Bittersweet Chocolate—topped with Whipped Cream and a Cherry.

ICE CREAM SODAS

DOUBLE CHOCOLATE—Smooth rich Chocolate Ice Cream combined with mellow chocolate syrup in a chocolate lover's taste delight.

GOLDEN GLOW—Try this cool, fruity, taste teasing soda and you'll see what we mean by Golden Glow.

MILK SHAKES AND MALTEDS

FROSTED ROOT BEER MILK SHAKE—This delightfully different healthful milk drink will quench your thirst and satisfy your taste.

BROADWAY MALTED MILK—Coffee and Chocolate team up to make an "out-of-the-world" flavor sensation which tantalizes the most pallid palate.

FREEZES AND ADES

MINTED LIME FREEZE—Pick up your sagging spirits with this cold, sparkling energy restorer.

LEMON RICKEY—Give the heat a "mickey" with this cool tangy rickey.

BANANA SPLITS

CHERRY BERRY—A banquet in one dish—Three dips of Ice Cream—a split ripe banana—covered with cherries, blueberries, whipped cream and chopped nuts.

HOLIDAY—A delightfully different creation—a delicious joy ride on a merry-go-round of favorite Ice Cream flavors—tempting toppings with Banana, Nuts and Whipped Cream.

him what he wants to know in the most effective way possible—with items sequenced in accordance with their popularity and to speed service—in clean easily read, well spaced sections; described by palate tingling, taste provoking, eye catching words.

Since Ice Cream is the biggest profit maker at your soda fountain you must remember that your Ice Cream sundaes are not just sundaes—your Strawberry sundaes are made with a generous portion of Ice Cream, covered with fresh, red-ripe strawberries and topped with freshly whipped cream. Your Hot Fudge Pecan Sundae has plenty of thick creamy hot fudge and is covered with crunchy new-crop Texas pecans.

To make your menu an effective selling medium in your store you can use:

1. "Appetizer" words such as—tempting, delicious, refreshing, rich, full bodied, smooth, creamy, mellow.

2. Colors in description as—green string beans, red strawberries, purple grapes, golden corn.
3. Point of Origin as—Philadelphia cream cheese, Waldorf salad, California lemons, Texas grapefruit, New York greenings, Georgia peaches, Florida oranges.
4. Type of Cooking as—baked potatoes, barbecued beef, roast pork, toasted sandwiches.
5. Name of Preparation as—Country style, Southern style, New England style.

Always, however, be honest with your customers. Don't advertise fresh strawberries if you're using preserved fruit. Don't announce piping hot oyster stew and then serve a tepid, tasteless dish. Build your reputation for fine foods and delicious Ice Cream combinations by serving quality products exactly as advertised. Make the words tease'em and the food please'em.

TOUCH TO YOUR LUNCHEON

MENU

MENU CLIP-ON HERE

SOUPS

Our soups are delicious, fullbodied and nutritious — prepared by old fashioned recipes in our own kitchens.

SANDWICHES

SUGAR CURED HAM — Special baked sugar cured ham on fresh wholesome bread — your choice of mustard or lettuce and mayonnaise.

EGG SALAD — tasty—nutritious—made with strictly fresh eggs, crisp celery and mayonnaise.

CHEESEBURGER — finest ground beef—cooked to taste—served with tangy sauce and melted cheese.

HOT PLATES

T-BONE STEAK — Tender Western Beef broiled to order and served sizzling hot with golden brown french fries and tomato slices.

CHICKEN PIE — Home baked with tender chicken and vegetables under a flaky golden brown crust.

OLD VIRGINIA HICKORY SMOKED HAM — Served with all the tender-sweet flavor preserved in the meat and with glazed, candied sweets.

SALADS

STUFFED TOMATO — whole red ripe tomato filled with egg salad served on crisp lettuce with potato chips and salted wafers.

FROSTED FRUIT SALAD — Chilled diced assorted fruit on a bed of shredded lettuce accented with a large scoop of cool taste-thrilling fruit sherbet.

DESSERTS

A LA MODE — Means "with Ice Cream"—on pies, cakes, puddings, donuts, etc.

STRAWBERRY SHORT CAKE — with Ice Cream. Luscious red strawberries on old fashioned short cake topped with a goodly portion of strawberry Ice Cream.

CHOICE OF PIE — fresh fruits in season baked between two flaky tender pastry crusts. Taste satisfaction is complete when served a la mode.

BEVERAGES

Coffee, Tea, or Milk.

APPETIZERS

Cold sparkling

Tangy

Invigorating

Ripe, Juicy, Tasty

Double-Rich

Crispy, Crunchy

Golden Brown - Just Right

Sliced Fresh

Sizzling

Delicious - Nutritious - Satisfying

Tender

Smooth - Mellow - Full flavored

True Butter-flavored

Creamy - Full bodied

Sugar Cured

Freshly Oven-baked

Delicious Homemade

Palate Tingling

Tantalizing

Luscious Large Fresh Berries

Properly Seasoned



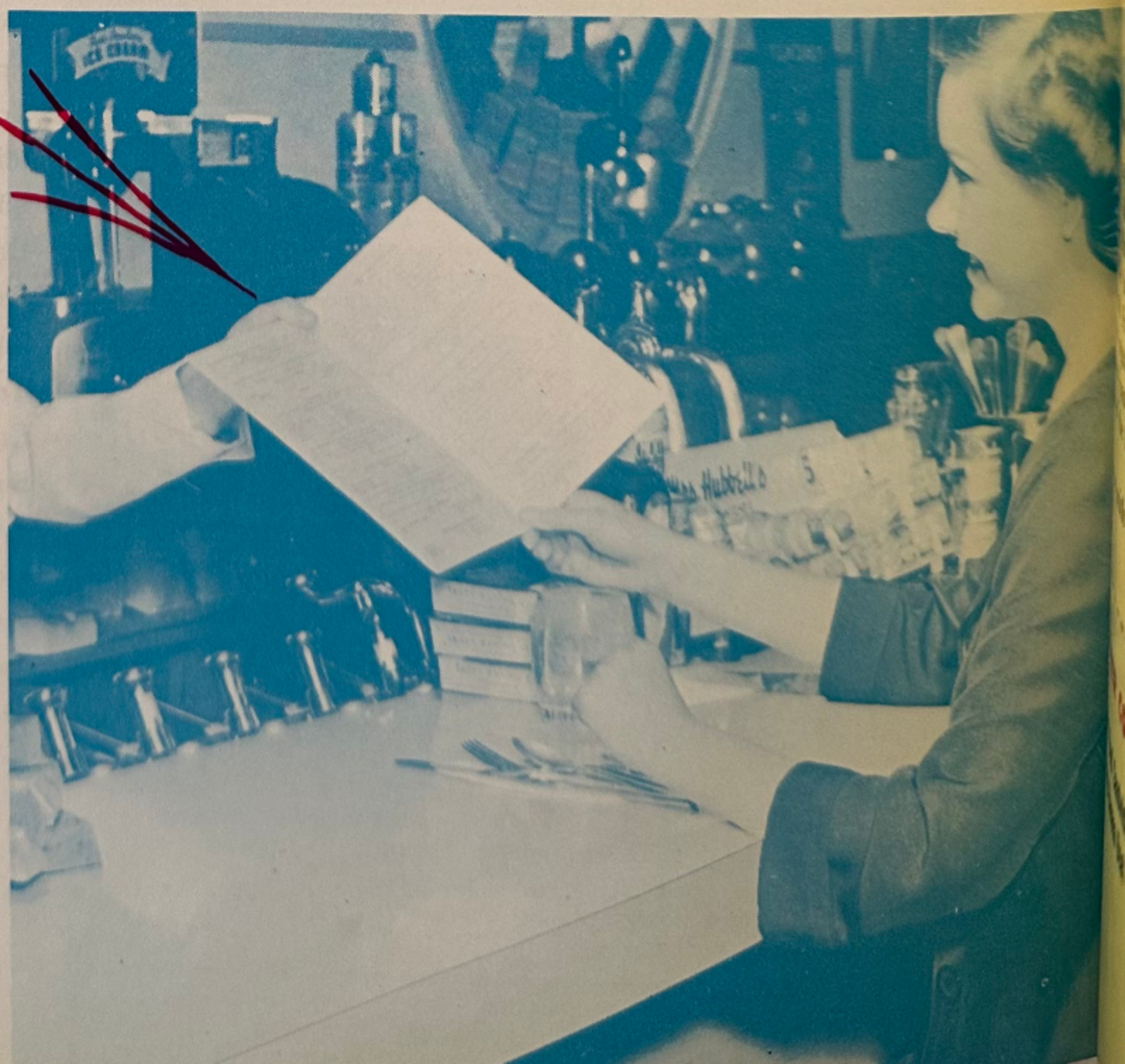
Menus

TO TEMPT THE FALL APPETITE

Here, several combination luncheons are illustrated which can be sold at a unit price and attract customers. They are designed for cool weather selling and yet take advantage of luncheon items common to most soda fountains and short order restaurants. In setting up your menu it is well to have a few well chosen combinations rather than too many on any one day.

In cool weather appetites are stimulated for a more substantial luncheon. See that your menu suggestions tie in with the weather and that your offerings are attractive to noon-time buyers.

Attractive menus featuring Ice Cream with a luncheon for a unit price appeal to the noon-time buyer. The great advantage of a combination luncheon is that it can be prepared in advance, served readily in a short time and makes possible a good profit for the operator.



In the center of a dinner plate place two slices of Boston Brown Bread. Cover generously with Baked Beans. Set into beans a Cheese Broiled Frankfurter, prepared according to directions on this page. On the side of plate place a portion of Green Pepper Slaw. On opposite side, a one-ounce paper ramekin of catsup.

Dessert:
Pineapple Ice Cream Soda.

CHEESE BROILED FRANKFURTER

Split a frankfurter lengthwise, but not all the way through. Spread with a layer of cream cheese. Wrap a slice of bacon around the frankfurter and place under the broiler for 10 to 15 minutes until well cooked.

M E N U

Cheese Broiled Frankfurter
Baked Beans
Boston Brown Bread
Pepper Slaw Catsup
Pineapple
Ice Cream Soda



Toast two slices of sandwich bread. Lay one slice on a medium size plate; spread with mayonnaise, top with a generous portion of tuna and egg salad to which some chopped parsley has been added; cover with the other slice of toast, cut diagonally and place on the plate as shown. With this serve a Cherry Float made by placing a half ounce of cherry syrup in a soda glass, adding fine stream carbonated water until the glass is $\frac{3}{4}$ ths full and floating in 1 #24 dipper of vanilla Ice Cream. If the glass is not full, finish filling with fine or coarse stream carbonated water.

M E N U

*Combination Luncheon
Consisting of:*

Tuna Fish, Chopped Parsley
and Egg Salad Sandwich
on Toast
A Glass of Milk and
a Cherry Float



Ingredients:

Little Link Pork Sausages, Julienne Fried Potatoes, Lettuce Leaf.

Procedure:

Line a small wooden salad bowl with a lettuce leaf. Add a generous portion of Julienne Fried Potatoes, forming a nest in the center of the bowl. (Julienne Fried Potatoes are French Fried Potatoes cut in smaller strips than regular French Fried.) Into the nest, place 4 pan fried little pig sausages. On each side of the bowl, a half slice of toast.

Serve with this, the Ice Cream Bowl.

M E N U

Little Pigs in Hay
Julienne Potatoes
Lettuce
Rolls Butter
The Ice Cream Bowl



OTHER COMBINATIONS OF FALL MENUS

Roast Beef Sandwich \$00.00
Fudge Banana Boat

Hot Chicken Sandwich \$00.00
Milk Shake (your favorite flavor)

Home-made Vegetable Soup
Minced Ham, Switzer Cheese Sandwich
Marshmallow Sundae
(Marshmallow over chocolate Ice Cream) \$00.00

*Many other combinations
of this type are possible
depending upon your local
supplies of foods in abun-
dance and on the clientele
of your soda fountain.*

Menus

On these two pages are shown examples of menus in which hotel diningrooms have spotlighted Ice Cream services in a highly effective merchandising manner. Such offerings on the hotel, cafe, restaurant, or tea room menu definitely build business.



Monte Carlo HOTEL

From Our Snack Bar (served from 11:00 a.m. until 4:30 p.m.)

MILK DRINKS

Double Rich Milk Shakes (any flavor)
Double Rich Malted Milks (any flavor)
Creamy Ice Cream Floats (any flavor)
Frosted Chocolate

ICE CREAM SODAS

Chocolate
Cherry

Vanilla
Coffee

Strawberry
Pineapple

FRESH FRUIT SODAS

Strawberry

Cherry

Pineapple

SUNDAES

Marshmallow
Maraschino Cherry

Chocolate
Mixed Nut

Fudge
Hot Fudge

Strawberry
Mint

Chocolate Marshmallow
English Walnut

Pecan
Butterscotch
Pineapple

Coconut Fudge
Fresh Fruit
Mexican

DE LUXE SPECIALS

STRAWBERRY DELIGHT WITH WHIPPED CREAM AND NUTS
Two Scoops Strawberry Ice Cream with Delicious Strawberry Topping

SCOTCH NUT CREAM SUNDAE
Golden Butterscotch Sauce over Vanilla Ice Cream, Whipped Cream, Nuts

BANANA SPLIT, MONTE CARLO
A Delicious Combination of Banana, Ice Cream, Fruit Topping, Whipped Cream, Assorted Crushed Nuts and Maraschino Cherry

ICE CREAM

Vanilla

Chocolate

Coffee

Special

Strawberry

SHERBETS

Orange

Raspberry

Lemon

THIRST QUENCHERS

Fresh Orangeade
Fresh Limeade
Fresh Lemonade

Fresh Orange Juice
Fresh Grapefruit Juice
Grape Juice
All Bottled Soft Drinks

Tomato Juice
Pineapple Juice
Prune Juice

TROPICAL FRUIT PUNCH

Mixed Florida Fruit
Pinacola

Banana
Coconut

Pineapple
Papaya

BEVERAGES

Coffee
Iced Coffee
Hot Chocolate
French Coffee
Chocolate Milk

Milk
Buttermilk

Tea,
Iced Tea
Postum
Sanka
Beer

The arrangement of the special Ice Cream items and their attractive descriptive phrases intrigue the diner or the person who comes to such an eating place and makes it almost certain that one of these delightful sounding dishes will be served

in the course of that meal or for that refreshment period.

Special Ice Cream services descriptively inserted in the menu of the hotel, the restaurant, or the tea room, can stimulate the sales check tremendously, at a profit to the operator and to the delight of his customers.

e Shop



The Casablanca

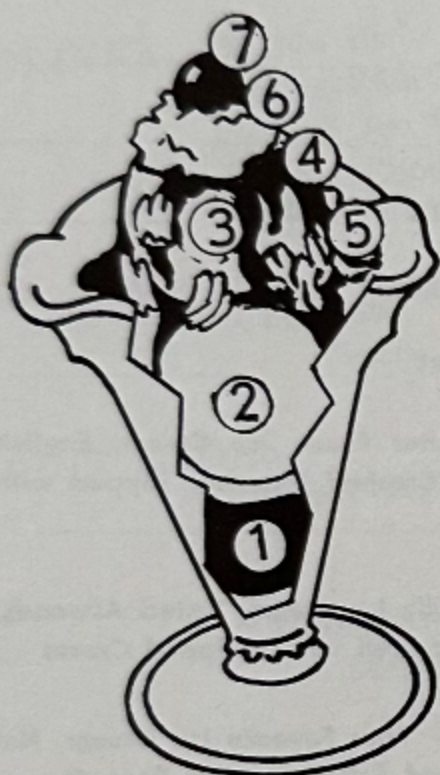
Fountain Menu

OVERSPILLING ICE CREAM SODA	.00
Fresh Fruit Flavors	extra .00
RICH TRIPLE MILK SHAKE	.00
MALTED MILK	.00
FROSTED MILK SHAKE	.00
LEMONADE, ORANGEADE or LIMEADE	.00
DISH of FRENCH ICE CREAM	.00
DISH of FRUIT SHERBERT	.00
METROPOLITAN — Butter Pecan Ice Cream, English Walnuts in Syrup, Crushed Cherries, Topped with Whipped Cream	.00
CASBA GOSSIP — Vanilla Ice Cream, Salted Almonds, Chocolate Sauce, Topped with Whipped Cream	.00
SENORITA'S CHOICE — Your Favorite Ice Cream, Hot Chocolate Fudge and Salted Spanish Peanuts	.00
FLORIDIAN — Coffee Ice Cream, Chocolate Topping, Shredded Coconut and Whipped Cream	.00
HOT FUDGE SUNDAE — Vanilla Ice Cream, Chocolate Fudge, Topped with Heavy Whipped Cream	.00
VARIETY — Vanilla Ice Cream and Orange Sherbert, Covered with Hot Chocolate Fudge	.00
FRESH FRUIT SUNDAE — Your Choice of Ice Cream, Covered with Diced Fresh Fruits, Crushed Cherries and Whipped Cream	.00
ALOHA FRUIT SUNDAE — Chocolate Ice Cream and Crushed Pineapple, Topped with Whipped Cream	.00
SKYSCRAPER SPECIAL — Fresh Strawberries with your Favorite Ice Cream Heaped High with Rich Whipped Cream and Garnished with Sugar Wafers, Crushed Nuts and Red Cherry	.00
PEACH MELBA SUNDAE — Peaches and Ice Cream, Served on Sponge Cake, Topped with Melba Sauce and Whipped Cream	.00
GIANT BANANA SPLIT — Chocolate and Vanilla Ice Cream, Split Banana with Hot Fudge or Fresh Fruit Salad, Topped with Whipped Cream, Chopped Nuts and Maraschino Cherry	.00
FRESH STRAWBERRY SUPREME — Vanilla Ice Cream, Covered with Fresh Strawberries and Topped with Heavy Whipped Cream	.00
RUM ELEGANT — Your Choice of Ice Cream, Topped with Tropical Fruits Blended in Rum	.00

DISPENSERS FORMULA SHEET

Below is a sample sheet easily prepared, for the store owner or fountain manager to give dispensers. This is useful in helping dispensers learn formulas and follow specifications for a particular Ice Cream service. The great advantage of such a chart and directions is that all learn to make the Ice Cream service the same way and this results in uniform finished dishes and drinks.

CHOCOLATE NUT SUNDAE



- 1- $\frac{1}{2}$ oz. Heavy Chocolate Syrup
- 2-1 #20 Dipper Vanilla Ice Cream
- 3-1 #20 Dipper Vanilla Ice Cream
- 4-1 oz. Heavy Chocolate Syrup
- 5-Coarsely Chopped Nuts
- 6-Whipped Cream
- 7-Cherry

PRICE

MAKING THE SUNDAE

IN GLASS SERVICE: In a clean, sparkling, sundae glass put $\frac{1}{2}$ ounce of heavy chocolate syrup. Add 2 #20 dippers of vanilla Ice Cream. Cover with 1 ounce of heavy chocolate syrup and sprinkle with coarsely chopped nuts. Garnish with a rosette of whipped cream and top with a cherry.

IN PAPER SERVICE: In a clean, paper sundae cup, place 1 #20 dipper of vanilla Ice Cream. Top with another #20 dipper of vanilla Ice Cream, pressing down lightly to hold the second dip firmly on top, assuring an attractive and eye-appealing service. Cover with $1\frac{1}{2}$ ounces of heavy chocolate syrup and sprinkle with coarsely chopped nuts. Garnish with a rosette of whipped cream and top with a cherry.

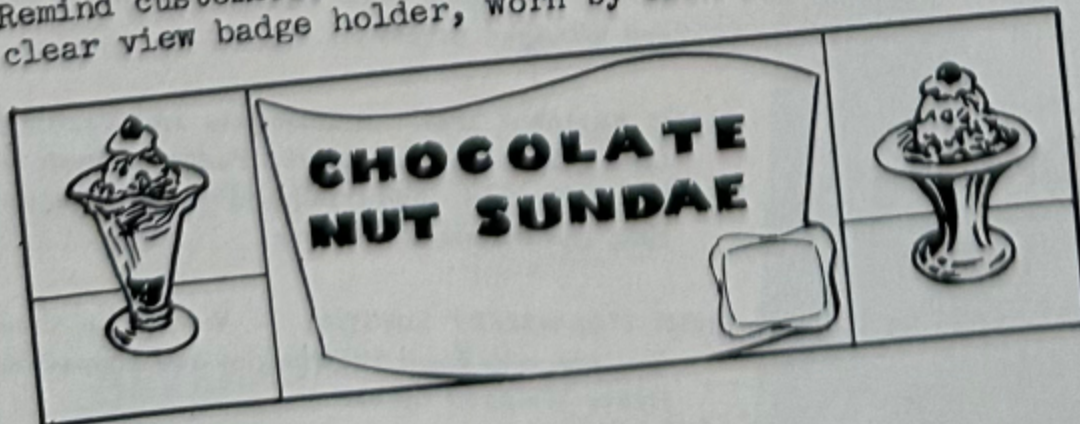
SERVING THE SUNDAE

Be sure the finished sundae has eye appeal, looks like a "money's worth" portion but is not running over. Serve on a doily or doily-covered plate with a spoon, and a glass of water. Be gracious in serving and proud of your creation.

MERCHANDISING THE SUNDAE

Let the customers know you have a special, through well placed back bar signs. Concentrate on one special at a time and concentrate. Department personnel, properly instructed as to formula, enthused with merchandising possibilities and suggestion phrases, helps promote active selling.

Remind customers: the menu clip-on flashes a suggestion. One of these clip-ons in a clear view badge holder, worn by each sales person, is a silent but effective salesman.





MANAGEMENT

**PLANS AND THE SUPERVISION TO CARRY THEM OUT,
ARE NECESSARY FOR THE SUCCESSFUL DEVELOPMENT OF ANY BUSINESS**

A good working knowledge of how to present attractive Ice Cream services, helps build customer preference for a store.

But if the store is to show a profit on business, it must be arranged for efficient service, made inviting to customers, staffed with competent gracious personnel. In addition to these, costs of expenses must be known to determine whether the volume of business is yielding a satisfactory return on investment.

The plans which result in a going profitable business are the responsibility of management, and their execution depends largely on how well the store operator is informed on the various phases of operation.

Management is first of all concerned in getting customers into the store. Ideas which help make the store more inviting to passing traffic are thus important to him. For this reason you will find on succeeding pages, plans, ideas, suggestions for store operation and management.

Management is also concerned with so serving customers that they come again—helping build the repeat

business so valuable to any store. Since service depends so much on the attitude, efficiency, and courtesy of store personnel, some space is given to suggestions for choosing employees; check charts for evaluating their services, aptitudes and performance in the business of meeting and serving customers.

There are as well, suggestions for establishing satisfactory relationships between employer and employee for this is the first fundamental in building a well integrated smoothly functioning sales force.

Costs, and methods of figuring item costs are tabled and charted.

Because the setting in which merchandise is presented strongly influences customer purchase, a comprehensive section on store modernization is included.

This section is not designed to cover every phase of store management, but rather to outline and suggest some ideas and departments to which management may well give thought. These can be a beginning, from which to develop a program to fit the individual store.

DOUBLE check to

SOME POINTS TO EXAMINE

1. your store

LOCATION AND LAYOUT

Is your location good? People have to *get there* to *get in*. Are you on a traffic highway, or off the beaten track? You need more advertising to get people to *come by*, than to *come in*.

Is your store layout—

Convenient for the customer?

Arranged to give good display and to attract customers to the buying point?

Traffic lanes toward sales points help direct customers to *goods* and *purchases*.

Are you getting entering customer traffic in proportion to rent you pay?

LIGHTING AND DECORATION

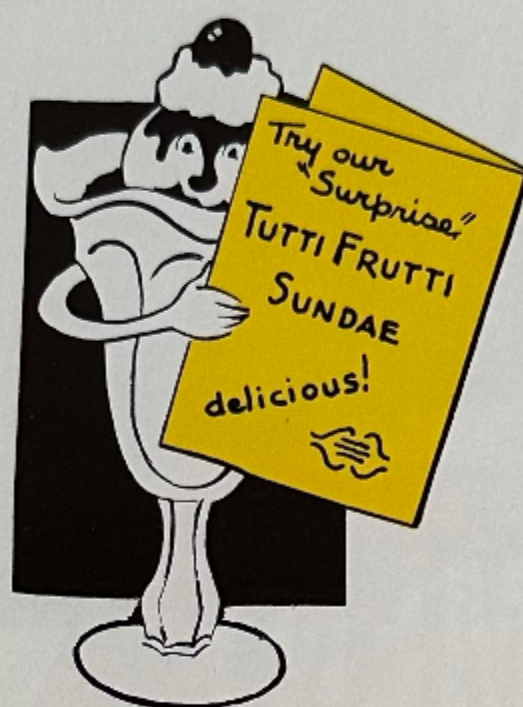
Is your store well and completely lighted? Dark corners don't sell!

Does your wall and ceiling decoration reflect or absorb light? Don't use dark wall and ceiling paints—if you want the most from electric light current you use.

MERCHANDISE

Do you have the goods people want? Learn the preferences of your customers—supply them with what they want and they'll come back—and bring their friends.

Are your sundaes—Ice Cream sodas, milk shakes, etc., made well, using



quality ingredients to accent the fine brand of Ice Cream? Quality all the way—builds transients into steady customers.

Are you getting a satisfactory gross? Maximum value to the customer, while maintaining satisfactory gross is the basis for building better, bigger business.

Are your prices lined up? Maintained at a fair level for profit—and adjusted to consumer demand?

Fewer items, fairly priced for customer value and store profit, may be more profitable than a long list of items, carelessly offered and not correctly priced in relation to cost.

RECORDS

Do you know costs and expenses? A record is a "firm foundation." Keep it to determine what is profitable merchandise. Records help you eliminate unprofitable items.

MERCHANDISING

Do you use showmanship in presenting new specials to your customers? Seasonal promotions, local tie-ups—interesting events—all provide opportunities for wideawake promotion of Ice Cream dishes and drinks. Your Ice Cream merchandiser can help you work these out. *Plan* before you begin—to be sure your promotion will click.

DOUBLE volume

... TO INCREASE BUSINESS

DISPLAY WINDOWS

Do your windows *invite* the customer to enter? Clean, sparkling windows, well-lighted and decorated—changed often enough to attract attention, are a big help in bringing in passing people.

INTERIOR DECORATION

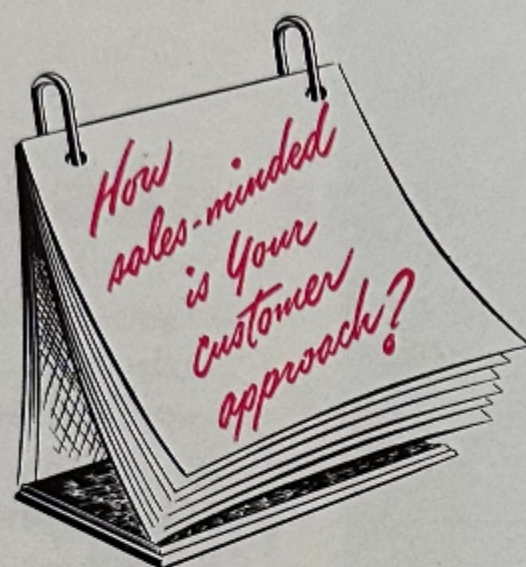
Are your fixtures modern? Goods well displayed? The eye-catching, sparkling clean soda fountain draws customers like a magnet. Keep displays fresh—clean—and change often enough to stimulate interest.

II. your personnel MANAGEMENT

How about the store manager? Is he profit-minded—does he go after business—tempt people to buy? Everything you offer should yield some profit. Put biggest selling emphasis on Ice Cream combinations which yield a good gross. Present them to attract *buyers*—and repeat business.

EMPLOYEE RELATIONS

Do your personnel work under satisfactory conditions? Some thought given for off-duty comfort? Willing workers develop when they believe management is interested in them as individuals, and when working conditions are pleasant—work space and equipment arranged for maximum efficiency.



SALES PERSONNEL

Are your sales personnel alert, attentive, accommodating? Trained personnel who dispense correctly are the profit makers at your fountain. Alert, attentive, smiling service helps build *volume sales*.

III. your customer STORE POLICIES

Have you built up a satisfactory record with your customers? Fair practice, honest dealing, good values build such a record.

STORE ATMOSPHERE

Is the store atmosphere pleasant? Cheerful, obliging salespeople, management ditto—and no “crying the blues”?

ATTRACTION FOR BUYERS

Do you make an effort to inspire confidence—to keep people buying in their home town? Confidence in your policies, in your salespeople—your goods—is built on performance. People won't go out of town to buy, if you make them feel they'll do better at home. *Inducements* help.

COMMUNITY PARTICIPATION

Do you build community connections? Cultivate goodwill? The store that is a part of the town—a booster for civic enterprises—builds goodwill—and is an asset to the community it serves. Pitch in and do your share.

20 QUESTIONS

STRESSING THE IMPORTANCE OF DEVELOPING AND KEEPING REGULAR CUSTOMERS

A recent release from Small Business Aids, U. S. Department of Commerce suggests 20 questions which you may well ask yourself about your store, and with honest answers, you may better serve old customers and more easily attract new ones.

HERE ARE THE QUESTIONS:

1. Do your sales people make a genuine effort to fill the needs of customers? Or does indifference on their part send customers to competitors' stores?
2. Are customers served promptly? Or do they stand and wait while sales clerks complete non-selling tasks or talk idly among themselves?
3. Are customers called by name, made to "feel at home," and shown that their patronage is appreciated? How many customers do you know by name?
4. Do your sales personnel give customers sufficient time to look over the merchandise? Do they provide adequate information about it? Do customers feel that they are being "rushed" into buying?
5. Is equal courtesy given to all types of customers? Or do your salespeople make some types of customers, such as teen-agers and persons who are dressed shabbily, feel that their business is not wanted?
6. Are your employees careful to charge cash customers correctly; to wrap or to pack goods so that they won't be damaged, and to deliver merchandise which is neither defective nor different from that ordered?
7. Do you select merchandise carefully so that you carry the brands, quality, styles, sizes, color and price ranges desired by customers?
8. Is your merchandise always clean?
9. Is it displayed openly? Are prices indicated clearly? Have you considered more extensive use of self-service?
10. Is your merchandise so arranged that customers may buy all related merchandise for a particular need or use (for example: Bathing suits, bathing caps, bathing wraps, sandals, beach towels, sun glasses, and sun tan lotion) at one part of the store? Or do they go to other stores for related items that are difficult to locate in your store?
11. Have you an "out-of-stock" book? Are out-of-stock items kept to a minimum?
12. Are your store hours convenient for customers? Would remaining open later be helpful to them? Would it bring you additional sales and additional net profits?
13. Can you provide customers with needed services and conveniences, such as check-cashing facilities, drinking fountains, and the carrying of large packages to customers' cars?
14. Are parking facilities for customers adequate? If not, can you provide additional facilities either alone or in cooperation with other merchants?
15. If your store provides alteration or repair service, is it of high quality?
16. Are your window displays and advertisements interesting and attractive?
17. Is your advertising always factually truthful? Do you sometimes paint too glowing a picture of your merchandise? Do your salespeople represent merchandise to customers fairly and honestly?
18. Is your store clean, orderly, attractive, and well-lighted?
19. Are promises to customers kept? For example, is merchandise delivered on the date promised?
20. Are customers' complaints handled promptly, cheerfully, tactfully, and to their complete satisfaction? Do you try to remove the causes of complaints, insofar as possible?

SALES CHECK

AT THE SODA FOUNTAIN

Many successful store operators, particularly druggists have found that soda fountains attract customers into their stores. This helps business as a whole since a large percentage of soda fountain customers buy in other departments, and since the soda fountain itself returns more per space occupied and per dollar invested, than any other department in the store.

It is wise to keep in mind, that the soda fountain earns a fine profit only when and if operated wisely, and in a business like manner. Since repeat business is the key to fountain success, it is important to keep customers returning. To do this, menus must be kept suitable and satisfying, and food, drink, and Ice Cream served appetizingly, and in uniform portions. Rules of cleanliness must be observed, speedy and courteous service should be provided, and an easy and efficient system of paying for purchases worked out.

The cash register system should provide the druggist with enough information to enable him to obtain accurate sales records of his fountain. He will thus know the average sale and number of total sales. This then will help him figure out the speed of seat turnover, and give him facts on all services sold at the soda fountain.

Two popular and proved fountain cash register systems are

- (1) the check and re-check register used with the Pay-Cashier System, and
- (2) the multiple total and cash drawer register used with the Pay-When-Served System.

PAY CASHIER PLAN

With the Pay-Cashier System, the salesperson, using his or her assigned key, records the amount of service to the customer when the initial order is served. The register is operated by pressing the "Check" key, which causes the register to print and issue a check automatically. At the same time, it prints the identical information on the locked-in audit strip and accumulates the amount of the transaction on a control total locked inside the register.

When an additional item is ordered, the dispenser or waitress inserts the original check in the printer chute of the register and records the price of the order. This is done by pressing the proper amount keys and the "Re-Check" key. The additional amount is printed on the check which is returned to the customer. Upon leaving, the customer pays the total of all charges appearing on the check.

Each time the "Check" or "Re-Check" keys are pressed, the charges are accumulated inside the register. When the total is read or reset, the amount accumulated is printed on the audit strip. This total shows the amount



This modern soda fountain has a National check and re-check register in the background. This type of register is popular with many fountain operators. Others use the "Pay-when-served" register, with the dispenser collecting the amount of the purchase, directly from the customer, and presenting a check as a receipt. (Photo courtesy National Cash Register Co.)

that must be accounted for by the cashier and the audit strip reveals the number of checks issued.

PAY-WHEN-SERVED PLAN

A multiple total and cash drawer register is used with the Pay-When-Served Plan, the most popular system in use today. Each salesperson has his or her own cash drawer and sales total. This plan eliminates losses from walk-outs, establishes faster service, bringing about the highly important increase in seat turnover, which is of value in rush hours. It assures the store owner or manager of getting accurate records as to the return on money invested in salaries paid attendants.

When the attendant records the amount of a sale, a printed receipt is issued, and the information is simultaneously printed on the audit strip and accumulated on his own total inside the machine. The receipt is given to the customer, publicizing the amount charged and insuring accurate registration, thus avoiding any misunderstanding as to the amount involved.

A dependable system of checking and recording sales is particularly valuable at the soda fountain where service is rapid and seat turnover high. While the average check may be relatively small, the total day's receipts may be substantial. The figures thus obtained constitute the basis for estimating gross profits and eventually, the actual net profits obtained from the soda fountain.

EMPLOYMENT

THE PROBLEM OF HIRING EMPLOYEES SHOULD RECEIVE YOUR CAREFUL CONSIDERATION. THE MEN AND WOMEN WHO WORK FOR YOU ARE YOUR DIRECT, PERSONAL CONTACTS WITH THE CONSUMING PUBLIC. IT IS BY THEIR APPEARANCE, ABILITY, PERSONALITY, ALERTNESS AND COURTESY THAT YOUR STORE WILL BE JUDGED

The problem of hiring employees should receive your careful consideration. The men and women who work for you are your direct, personal contacts with the consuming public. It is by their appearance, ability, personality, alertness and courtesy that your store will be judged.

It's a thoughtless waste of time, effort and money to try to make your store attractive and inviting through appealing window displays, expert inside arrangement and special services IF your employees, who are the merchandisers of the articles you sell, create an unfavorable impression on the people who MAKE your business—the people who are your customers.

YOUR MANAGER

If your soda fountain is large enough to require a manager, a capable, efficient, intelligent person in charge will cancel 50% of your worries. You need a man with the ability to adequately supervise your other employees, a man who is accurate, honest and conscientious in handling costs and accounts, a man with an appreciation of the responsibility that is his, and finally a man with the force, energy, drive and executive ability required to promote and maintain a smoothly functioning soda fountain.

Where can you find a man with these exceptional qualifications, you ask? There are several sources. Talk it over with the salesman or merchandiser of your Ice Cream company, ask your soda fountain manufacturers, inquire of your wholesale drug jobbers. And don't forget to examine closely the classified ad pages of your local newspapers.

CHOOSE WISELY, CAREFULLY

Don't rush yourself in choosing the person you want. Remember that changing employees is costly. It takes time, patience and supervision on your part before a new manager becomes familiar with the workings of your store. If, by making hasty decisions in choosing your

manager, you are compelled to make changes every few months you're losing the efficiency of operation that may spell the difference between profit and loss.

So take it easy. Don't get excited. And don't hire the first person you interview. The second, third or fourth person may be just the man for whom you're looking. If you take the first person because you feel you must act quickly, you may be missing the man who can make the profit line on your monthly chart soar upward.

You may find it necessary to interview a man two or three times before you decide. Fine. Do so. You can explain frankly to all applicants what you are doing, so that they'll understand why you ask them to wait before you make your decision. Chances are they'll admire you for your honesty, and when you finally accept one you will already have begun the fair, open and above board relationship so necessary between employer and employee. If you continue that policy you should have no trouble with your employees.

MAKING YOUR CHOICE

When you interview a prospective employee choose a time when you'll be free from interruptions. And don't hurry the interview. You want a responsible, intelligent, industrious person and it will take time for you to decide whether the person you are interviewing has those qualifications. Be prepared to spend an hour or two—or even three. Your time spent in making a wise choice will not be wasted.

Explain fully the duties and responsibilities of the job. Make certain the applicant knows exactly what will be expected of him, what his hours, duties and salary will be, what his opportunities for promotion are. You may save yourself time this way because the applicant may decide that the opportunities aren't sufficient, the salary is too low or the responsibility too much. If it's decided first that he's willing to accept the job then you can listen to his side of the story.

JUDGING A MAN

There are many ways to judge a man. There's posture, personal cleanliness, appearance, attitude. You can observe the shine on his shoes, the cut of his hair, the crease in his trousers, the condition of his finger nails, the collar of his shirt, even the color tie he wears. A man particular about his personal appearance can usually be relied upon to exercise discretion and judgment in other matters. If he takes pride in himself, he'll invariably take pride in his work.

LET HIM TALK

Another thing. Give him a chance to talk. Let him tell about his hopes, ambitions, achievements. Try to discover his philosophy of life, his mental attitude, his viewpoints. They'll all be helpful to you in determining whether he's the type of man you want to employ for the particular position you have to fill. Is he satisfied with a routine, prosaic ordinary job that pays just enough money to allow him to live? Or is he ambitious, energetic, dynamic, purposeful? Will he dig a rut in life and eventually use that rut as a grave or is he continually reaching for the stars with the qualifying thought that the stars may never be reached but the reaching is worth the effort?

As an employer you should know that. If it's your intention to establish and maintain a wide awake, aggressive and sales minded organization you must have men and women with those qualities or you cannot achieve your objective. You can't run if you're crippled, you can't succeed if you coddle the seeds of failure.

STUDY THE PERSON

Try to determine whether the man you're interviewing is capable of handling people. Is he tactful, diplomatic, confident, assured, resourceful? You can get a good idea as to whether he possesses these assets if you allow a reasonable amount of time for an interview. Study the man, his approach to you, the way he handles conversation, his ease in speaking. Watch his eyes. Does he look at you directly when he's talking or does he gaze at the wall? Is there frankness and honesty in his eyes? . . . in his voice? You don't have to be an experienced psychologist to discover this. It's not difficult to "size up" a man in an hour or two.

REFERENCES

Finally there are the applicant's references. Investigate them thoroughly until you're satisfied the applicant is what he represents himself to be. References may include: fraternal organizations, former employers and associates, church affiliations and friends.

Don't decide until you're certain but when you *do* decide give the man every possible help in making good. He'll appreciate everything you do and this will be evident in his work.

YOUR MANAGER SHOULD . . .

Be Honest
Be Able to Handle Personnel
Be Conscientious
Be Efficient
Understand Costs and Accounts
Have Executive Ability
Be Sales-and Idea-Conscious
Be Loyal

Remember you hired your manager on his ability, his sense of responsibility, his intelligence—so let him try out his ideas on sales promotion, employee training and fountain management without interference. Give him a degree of latitude that will not hamper his originality and imagination. Think of him as a partner in your soda fountain business.

THIS BUSINESS OF SALARY

You expect a fair return for the time, effort and money you put into your business. Well, a competent manager is "worthy of his hire" and if he doesn't get it you can expect trouble to creep in someplace. Dissatisfaction doesn't produce good work and good work is what you're after.

If you pay your manager a good salary you give him an incentive for working. He knows he must produce in order to retain his job and produce he will. Please remember it's a false economy that insists on paying a man less than he's worth.

THE SODA DISPENSER

You should take equal care in selecting your soda dispenser. Your interview with him should satisfy you that he has the qualifications you are looking for—neatness, intelligence, personality, ambition and a willingness to learn.

Fountain work is also suited to girls. Order taking and fountain or lunch service call for winning personalities and the coordination of mind and hands. Girls, once trained, are as proficient as men in many respects.

You choose the person who most nearly satisfies your standards.

CHECK LIST TO BE USED IN HIRING SODA DISPENSERS

Neat and Clean	Industrious
Intelligent	Honest
Cooperative	Medium Height
Pleasant Personality	Average Weight
Good Health	

YOUR RESPONSIBILITIES

All right—you've made your choice.

Now there's a burden of responsibility on you. Remember your store and soda fountain are entirely new to him. He must become acquainted with the work methods you use, familiarized with his duties and introduced to the people he will work with.

room and rest room. Familiarize him with *all* departments of your store. Show him where he can obtain needed supplies. Tell him what entrance he's to use in coming to and leaving work. Set him straight on your lunch regulations. May he eat free of charge?—will he be required to pay half the selling price?—or the complete cost on each item?

Introduce him to his immediate supervisor and other officials of the store. Have him meet his fellow employees. It's thoughtless and unkind to compel a new employee to grope for an acquaintance with the people who are working with him.

Finally designate some fellow employee to help and assist him during the first day's work.

TRAINING PERSONNEL

In training a new employee use the following procedure:

1. Explain
2. Demonstrate
3. Have employee make item
4. Make necessary corrections
5. Answer all questions

When you're explaining or demonstrating take each step slowly and precisely. Don't try to cover more ground than the employee can master. When you're finished demonstrating have him make the Sundae, Ice Cream Soda, Milk Shake or combination to see if he completely understands the procedure. If he has done anything wrong show him his mistakes and make corrections. When you're finished ask him if he has any questions. Make it a point to encourage questions.

And watch your attitude. You must *help* your employee to make good—not *dare* him to make good!

Tell him about your particular store rules. Is he allowed to smoke?—if so, when?—where? Does he understand the regulations for uniform wear?—care? When is he allowed to leave his station or department? Will he have to participate in fire drills? How will he report accidents or absences?—when and to whom?

Explain to him your store layout including the wash

When you're satisfied he understands everything you've taught, put him on his own. For his convenience designate another employee to whom he can go for help.

NAME _____
Last First Middle

ADDRESS _____
Street & No. City State

AGE _____ HEIGHT _____ WEIGHT _____ SEX _____ PHONE NUMBER _____

EXPERIENCE _____

LAST JOB _____ RATE OF PAY _____

REASON FOR LEAVING _____

LIST THREE REFERENCES _____

Signature _____

BUILD GOOD WILL AMONG YOUR EMPLOYEES

Your employees should enjoy working at your soda fountain. First, of course, they must be satisfied with their jobs. Immediately after the question of a fair wage comes working conditions. Is your soda fountain a clean pleasant place in which to work? Are you doing your utmost to create a pleasant working atmosphere? Is there a feeling of friendliness and good will among your employees?

Ask yourself these questions. If the answer is yes you have created a sound working policy. If the answer is *no* it would be wise to start making improvements immediately if you want to save your business from cracking up on the inside.

MAKE THE JOB INTERESTING

Personalize your employees. Have each of them wear a name button so that a feeling of friendliness is developed between employee and customer. Attach an insert to your menu saying "John Smith is serving you. He will try to give you complete satisfaction".

You can also designate a different employee each week to act as host or hostess. He or she will circulate among the customers and inquire politely if the service, food, etc., is satisfactory.

HOLDING YOUR EMPLOYEES

You have gone to a lot of time and trouble in selecting your employees and an equal amount of thought and effort will be required in keeping them. Remember that

to most employees, wages are the prime consideration. So don't use a haphazard method in settling your wage policy. Provide a definite system with periodic increases. You can start all employees at the same basic wage with a provision for increasing this wage at periodic intervals. The older employees are protected this way because they benefit in wages through length of service. This also gives new employees a genuine incentive for staying on the job a long time.

Vacations with pay are also attractive to employees. You can work out your own system on this. The fact is that paid vacations do keep employees. Cash bonuses as a compensation for special efforts are also a stimulus to good work. Extra money for winning selling contests or for making sales quotas offers an incentive to any employee.

DEPENDS UPON YOU

Keep in mind then, that in large part, the loyalty, cooperation and good will of your employees depends upon you. By taking time to make a wise, careful selection, by thoroughly familiarizing your new employee with the workings of your store, by fair and equitable treatment in wages, working conditions, vacations and bonuses, you will be building the sound employer-employee relationship that results in loyal, conscientious employees and better service at your soda fountain. This, in turn, will help materially in promoting the success of your business.

EMPLOYMENT RECORD

(For Manager's File)

NAME _____ ADDRESS _____ PHONE NO. _____
AGE _____ HEIGHT _____ WEIGHT _____ SEX _____ NATIONALITY _____
HIRED _____ RATE OF PAY _____
DUTIES _____ HOURS _____
WAGE INCREASES _____ PROMOTION DATES _____

LEFT EMPLOY _____ REASON _____

Signature _____

CHECK CHART

FOR DISPENSER KNOW HOW

Ability of the soda dispenser to turn out eye catching taste appealing Ice Cream dishes and drinks is a distinct asset to the Soda Fountain or Ice Cream Department. His ability must be backed up by a knowledge of the materials and services if he is to produce profit for you as well as to create service which attracts customers.

Here is a suggested check chart for dispenser know how—allow 4 points for every correct answer—90 is very good, 80 is good, 70 is fair. Below 60 means that your soda dispenser needs some help—more training in formulas or dispensing.

	YES	NO
1. Has your dispenser a written formula for making simple syrup and does he follow it exactly?		
2. Does dispenser prepare fountain fruits and syrups according to correct dilutions?		
3. Is he careful in preparing fresh fruit topping to make only enough for 1 day's serving?		
4. Does he keep thawed frozen fruit under refrigeration?		
5. Does he prepare fudges in accordance with manufacturer's directions?		
6. Does he measure or weigh ingredients, when preparing syrups, toppings or any other foods?		
7. Does he follow your sundae formulas exactly?		
8. Does he use the garnish to enhance appearance but not too much to add unduly to cost?		
9. Does he use the "spotlight sendoff" for serving the Sundae, Ice Cream Soda, Milk Shake, etc.?		
10. Does he portion all ingredients carefully, to give full value, but not over portion?		
11. In making the Ice Cream soda, does he portion syrup correctly? Add Ice Cream or cream and blend?		
12. Does he hold tilted soda glass fairly close under draft arm mozzle, and while turning, direct carbonated water to side of glass—until $\frac{3}{4}$ ths full?		
13. Does he float the 2 dippers of Ice Cream into the soda so as to avoid splashing, and if the glass isn't full, fill carefully to avoid striking the Ice Cream ball?		
14. In serving Ice Cream cones, does he use a paper napkin to hold—and press ball of Ice Cream gently into cone?		
15. Has he learned that chilled milk, chilled syrups and plenty of Ice Cream are essentials ingredients for a quality milk drink?		
16. Does he follow formula <i>exactly</i> for the particular type milk drink you feature?		
17. After measuring ingredients does he place cup firmly on mixer and leave long enough to get maximum aeration?		
18. Does he serve milk shake in a whipped cream dotted glass?		
19. In the banana split does he combine flavors of Ice Cream and varieties of toppings, to make a good taste blend as well as an artistic appearing dish?		
20. Does he wash and dry fresh fruit before using, then roll on board before cutting?		
21. Does he use ice, water and simple syrups in correct portions to make a good finished fruit drink?		
22. Does he know that rickeys are the same as fruit ades, except that carbonated water is used?		
23. In making carbonated beverages does he proportion syrup accurately?		
24. Does he blend carbonated drinks without over stirring?		
25. Does he know basic formulas so he can select those which best fit your service ware and selling schedule?		
TOTAL SCORE		

CHECK CHART

ON DISPENSER TECHNIQUE

The pivot point of your Soda Fountain is the soda dispenser. A dispenser with good technique can add immeasurably to the customer appeal, efficiency and profit of your soda fountain or Ice Cream Department.

To insure satisfactory service to your customers, and to guarantee a substantial return, use the following chart or prepare a similar one to check on your dispenser's technique.

Allow four points for each "Yes" answered. A score of 88 is very good, 80 is good and 72 fair. A score under 60 indicates there is much room for improvement.

	YES	NO
1. Does your soda dispenser follow the rules of correct dipping?		
2. Does he always tap the dipper on the dipper pad before using? (Do you always check dippers for dull or nicked edges and mechanical conditions?)		
3. Does he serve correct Ice Cream portions in accordance with formulas and selling prices?		
4. Does he follow tested formulas when preparing Ice Cream Sundaes, Sodas, Milk shakes, etc.?		
5. Does he know how to hand pack a carton properly for Take Home Service?		
6. Does he always keep his hands clean—and out of the Ice Cream?		
7. Does he know how to draw carbonated water correctly?		
8. Does he know when and why to use the fine and coarse carbonated water stream?		
9. Does he know the importance of cold highly carbonated water in the preparation of soda fountain drinks?		
10. Does he periodically check by graduate measure the "throw" of a syrup pump?		
11. Does he know how to regulate a syrup pump?		
12. Does he know how to ladle and control portions of fruits and toppings?		
13. Does he know how to make up a stock list and does he report shortages immediately?		
14. Does he constantly keep the cutting boards and sandwich boards clean?		
15. Does he follow routine instructions in the use of the drink-mixer?		
16. Does he always use a dry spoon when dispensing malted milk, sugar, dry nuts, etc., from a jar?		
17. Does he use the fruit juicer according to the manufacturer's instructions?		
18. Does he always disconnect the fudge warmer at the close of business and does he know that it never should be plugged in when the container is empty?		
19. In using the hot cup does he always make certain the control points are dry and does he keep them out of water when washing the hot cup?		
20. Does he use the proper serviceware for sundaes, Ice Cream sodas, milk shakes, etc., in accordance with formulas and selling price?		
21. Does he handle serviceware properly?—the banana split dish by the extended end, stem glasses by the stem, soda glasses by the bottom, etc., always keeping fingers out of the inside of the glasses or serviceware?		
22. Does he cooperate with his fellow employees?		
23. Does he know the menu and does he use suggestive selling?		
24. Does he always remove soiled dishes promptly, wipe clean the top slab and make ready for the next customer?		
25. Does he present the check face down and say "Thank you—Come again"—with a smile?		
TOTAL SCORE		

CHECK CHART

ON CUSTOMER APPROACH

Here is a chart which will enable you to check on your soda dispenser's approach to customers. Since the soda dispenser is your personal representative and since his manner and appearance directly affect your business reputation and the sales in your store, it is extremely important to make thorough periodic checks on the dispenser's approach to customers.

Allow 5 points for each "Yes" answered. Ninety is very good, 80 is good and 70 is fair. If any of your dispensers rate under 65, you'd better arrange to review techniques on customer approach and help the dispenser to improve his rating.

	YES	NO
1. Does the soda dispenser measure up in the matter of good grooming and personal appearance?		
2. Is the soda dispenser's manner consistently pleasant and friendly?		
3. Does he greet customers cheerfully with a "Good Morning" or "Good Afternoon" then "Your order, please"?—or if busy, let them know he'll serve them as soon as possible?		
4. Does he always make certain the fountain or table top is spotlessly clean?		
5. Does he serve a glass of water, a menu and a napkin to every customer?		
6. Does he repeat the customer's order like this: "Yes sir, one chocolate soda with Chocolate Ice Cream"?		
7. Is he pleasantly courteous rather than too familiar?		
8. When waiting on a lady and gentleman—does he serve the lady first?		
9. Does he serve carefully, i.e., avoid "slopping over"—Does he place orders in front of his customers quietly and gracefully?		
10. Does he give check or change promptly and say "Thank you, come again"?		
11. Does he avoid chatting and arguing with his co-workers behind the soda fountain while customers wait for service?		
12. Does he make it a point not to spend too much time with certain customers while others wait impatiently?		
13. Does he avoid whistling, humming, mumbling to himself or chewing gum while waiting on customers?		
14. Does he conceal his impatience or irritation with customers?		
15. Does he avoid arguing with customers?		
16. Does he make suggestions that help customers to order and that stimulate the sales check?		
17. Does he handle complaints and requests for "out of stock" items diplomatically?		
18. Does he know regular customers' likes and dislikes?		
19. Does he know how to handle children—either alone or with their parents?		
20. Does he always "Serve with a Smile"?		
TOTAL SCORE		

CLEANLINESS RATING CHART

Cleanliness is essential in the operation of a soda fountain or Ice Cream department. Follow the sanitation code, and set up a rigid cleanliness routine, to safeguard the health of your customers, your employees, and the reputation of your store. Be your own health officer—use the following rating chart. Allow 2½ points for each question answered correctly—a score of 90 is very good—80 is good, 70 is fair and anything under 65 constitutes a command to “catch up on cleanliness”.

	YES	NO
1. Are windows, store entrance and floor clean?		
2. Is store well ventilated—free from offensive odors?		
3. Are all fixtures, cases and trimmings clean and polished?		
4. Are the areas around stools, underneath fountain equipment, and the counter front and working area clean?		
5. Are the backbar, mirror-glass, shelves and woodwork clean and polished?		
6. Are all accessories, mixers, juicers, warmers, toasters, normally used on backbar clean, polished and well arranged?		
7. Is the backbar base clean?		
8. Are both dry and refrigerated fountain storage spaces clean and materials in order?		
9. Are backbar drawers clean and orderly—never used as catchalls?		
10. Is top slab of backbar spic and span?		
11. Are fountain top slab and table tops clean?		
12. Do dispensers remove soiled dishes promptly and immediately clean up in preparation for a new customer?		
13. Are straw holders, menu holders, napkin holders wiped clean—menus clean?		
14. Are glasses, service ware and silverware washed and sterilized after each use? Do your dispensers handle them properly?		
15. Are all types of paper service dispensed from closed and dirt proof containers, and handled properly?		
16. Do you serve sanitary individually wrapped straws?		
17. Is the dipper pad used and sterilized?		
18. Is the Ice Cream cabinet spotlessly clean inside and out?		
TOTAL PART ONE		

	YES	NO
19. Are under sides of all Ice Cream well covers, and the hinges and crevices clean?		
20. Are dippers and dipper wells clean, and water in wells changed frequently?		
21. Are Ice Cream cabinet lids kept closed when not in use, and during cleaning operations?		
22. Are syrup pumps, syrup jars, syrup rails, milk pumps, clean—sterilized between fillings?		
23. Are draft arms, nozzles, drip pan and drain pipes clean?		
24. Are all metal parts of the soda fountain clean and polished?		
25. Are floor racks clean and dry?		
26. Are all open spaces including those under work boards kept clean and orderly?		
27. Are sandwich board, salad cabinet, grill, toaster kept clean and free from crumbs, grease, etc.?		
28. Is food stored and handled in sanitary fashion?		
29. Do you require dispensers to wash their hands thoroughly before touching food or service ware?		
30. Do you use a flash light in inspecting out of the way places?		
31. Are chair and stool seats, clean—and under surfaces of chairs, stools, tables and counter clean?		
32. Are drain boards and sinks kept clean—dishwater changed frequently?		
33. Are refuse chute and garbage container clean and free from odor?		
34. Are the soda fountain towels and cloths clean—and proper space provided for soiled laundry?		
35. Is the store room for soda fountain and Ice Cream department supplies clean, orderly, foods protected?		
36. Are measures used to eliminate roaches, rats, etc?		
37. Are toilet facilities both for customers and employees, spic and span?		
38. Does your soda fountain or Ice Cream department have a regular clean up routine, rigidly adhered to?		
39. Are you aware of the importance of cleanliness as a vital preventative measure in controlling the spread of disease?		
40. Do you willingly cooperate with the Health Department?		
TOTAL PART TWO		
ADD TOTAL PART ONE		
GRAND TOTAL		

PILFERAGE

A THREAT TO PROFITS

Petty pilferage can add up to a total adversely affecting profits, particularly in the self-service store where opportunity is greater.

The "Grocer-Graphic" has developed a check list for store operators which indicates many points worth watching in an attempt to cut down pilfering losses.

This is the list:

WHAT'S YOUR SCORE

Check each item that you can truthfully answer "yes".

- ☐ Do you have signs posted around your store saying, "For the protection of our customers we have a detective on duty at all times"?
- ☐ Do you have observation posts assigned to your regular employees during busy shopping hours?
- ☐ Are your displays low enough so that it is possible to see all over the store?
- ☐ Have you avoided all narrow cross aisles where shoplifters will have a convenient place to hide merchandise in purses or shopping bags?
- ☐ Do you keep your lights on bright at all times so there are no dim spots in your store?
- ☐ Do you have mirrors located in "blind" spots so they can be seen from the check stand or from observation posts?
- ☐ Have you considered "Seeing Eye" mirrors for office windows and for stock room door frames?
- ☐ Do your checkers face the shopping section of the store rather than the entrance of the store?
- ☐ Do you have a parcel checking station to keep customers' packages while shopping?
- ☐ Do you have plenty of shopping carts available so your customers will not be encouraged to carry merchandise in their hands while shopping?
- ☐ Does the meat department mark the number of packages in the customer's order on all packages?
- ☐ Does the meat department mark the price of the purchase on both sides of the package so a customer cannot change the price on the blank side?
- ☐ Do you change the color of the "paid" slip every day for meat purchases paid for in the department?
- ☐ Do you know which items in your store have the highest pilferage rate?
- ☐ Do you keep high-priced small-sized items (imports, etc.) in plain view of check stands or good observation spots?
- ☐ Do your employees realize how much shoplifting loss there is in your store?
- ☐ Have you set up a system of signals to discourage and to help catch shoplifters?
- ☐ Have you considered keeping a display of items recovered from shoplifters in your stock room to encourage your employees to keep an "eagle eye" out for shoplifters?
- ☐ Do you keep employees especially alert during the days before pay days?
- ☐ Is it impossible for your customers to leave your store except through the check stands?
- ☐ Is your back door kept locked when no one is working in the stockroom?
- ☐ Do you keep an eye on deliverymen who bring stock to the store?
- ☐ Do you promptly approach suspicious lingering customers to discourage shoplifting?
- ☐ When professional shoplifters are spotted in your store do you watch their hands closely?
- ☐ Do you keep close watch on a shoplifter after you see her take something to be sure she doesn't pass it on to a confederate?
- ☐ Do you avoid making accusations and letting yourself be tricked into an apology?
- ☐ Do you refrain from touching a suspected shoplifter so you will avoid legal difficulties?
- ☐ Do you wait until the suspect is out of the store before making an accusation?
- ☐ When apprehending a suspected shoplifter do you leave yourself an out by saying: "Haven't you forgotten something"?

"Yes" to most of these questions, says Grocer-Graphic, means that you are alert to the pilferage situation and are taking precautions to cut down losses.

If you have answered "no" to many, in most stores profits are being lost to a point that influences total store returns.

IS YOUR STOREROOM PROFITABLE?

The success of your store depends greatly upon what goes on "behind the scene" in your storeroom. A clean, orderly storeroom is not only a money saver—but a money investment.

SUGAR—

Store sugar in a dry, clean place, free from mice and dust.

ICE CREAM CONES—

Keep the cartons of Ice Cream Cones on a dry shelf for protection against moisture, rats and roaches.

FRUITS AND SYRUPS—

Store fruits and syrups with labels plainly showing so that they are easily found. This also insures against the stock becoming old from an unnecessary reorder.

PAPER CARTONS AND GLASSWARE—

To preserve paper cartons in perfect condition, keep them in the original cartons, where dirt and dust will not make them unusable. Glassware should be stored either in the original cartons or in shelf bins, orderly arranged. Sterilize all glassware before sending into service.

TRASH—

Often a fire starts in a trash pile. Extra caution in the storing and disposal of trash is recommended.



CARE OF FRUITS-SYRUPS-TOPPINGS

AT THE SODA FOUNTAIN OR ICE CREAM DEPARTMENT

Ice Cream is of course, the basis of the attraction of customers to Soda Fountains or Ice Cream Departments. Next in importance, are the types and kinds of syrups and toppings which you combine with Ice Cream to make the various services which customers enjoy and call for.

The first principle in the use of toppings and syrups is—use only those of high quality. There is little difference in cost per serving between a brand of topping or syrup put up under quality supervision, indorsed by an established brand name—and one which is made to sell merely on a price basis. In the long run, the slight difference will be in favor of the quality product, since it will enhance the Ice Cream services and build reputation and customer satisfaction.

Since toppings and syrups enter into so many Soda Fountain and Ice Cream Department services their preparation for fountain use should be well understood and care taken to assure the goodness of the finished product.

CONCENTRATED TOPPINGS

Concentrated toppings are divided into two general classes: (1) concentrated preserved fruits and nuts in syrup and (2) fudges, marshmallow, etc. Each requires a special type of handling to make it ready for over-the-fountain use.

CONCENTRATED PRESERVED FRUITS

The popular fountain fruits, such as strawberry, crushed pineapple, cherry, nuts in syrup etc., are usually packed in sufficient concentration to need blending with simple syrup before they are ready for use in sundaes, banana splits, parfaits, merry-go-rounds, etc.

PREPARING TOPPINGS

For preparing concentrated fruit and nuts in syrup: use a bowl, or jar, sufficiently large to mix the batch you wish. Be sure bowl is clean and dry. Measure into this one part concentrated topping as it comes from the jar, two parts simple syrup. Mix the whole thoroughly blended, then pour into the service jar or bowl. Some

fountains mix the topping directly in the serving bowl or jar. In either case, measure to get correct proportions and blend thoroughly.

FUDGES

Most fudges for hot service are prepared ready for use. They need only to be removed from the can and placed in the fudge warmer, heated and stirred, to be the proper ladling consistency.

Cold fudges are usually either ready for use or made so by the addition of a small amount of water. Follow the manufacturer's directions for best results in the use of fudges.

MARSHMALLOW

Marshmallow creme as purchased is made ready for fountain use by the addition of hot water, a small amount at a time, thoroughly beaten into the marshmallow, until the mixture becomes fluffy and of the proper ladling consistency.

BUTTERSCOTCH AND CARAMEL

These toppings (not the fudges in these flavors) are usually mixed with equal parts of simple syrup, or with two parts simple syrup. Follow directions on the can label.

CONCENTRATED SYRUPS

Fruit and flavor syrups are packed both concentrated and ready-to-use. The ready-to-use require no preparation except to be sure that the syrup jar is clean and sterile before the syrup is poured in.

Concentrated syrups are usually mixed as follows:

1 part concentrated syrup, 3 parts simple syrup. Many operators find it convenient and economical to determine the total capacity of their syrup jars, and make up enough ready-to-use syrup to fill the jar. 1 ounce of fruit acid to each gallon of finished syrup is often used to fortify the flavor.

DIRECTIONS FOR BLENDING CONCENTRATED FRUITS AND TOPPINGS WITH SIMPLE SYRUP

1. Be sure you read recommended proportions on the can.
2. Have a clean, sterile utensil large enough to hold the finished quantity.
3. Be sure to measure—don't guess.

1 part concentrated fruit	}	3 parts
2 parts simple syrup	}	ready-to-use topping
1 part concentrated syrup	}	4 parts
3 parts simple syrup	}	ready-to-use syrup
4. It is often practical to determine capacity of your service container and prepare just enough topping or syrup to fill.
5. Be sure service container (fruit bowl or syrup jar) is clean, dry and sterile before putting in topping or syrup.
6. Never mix new syrup or topping into a batch which has been in use at the Soda Fountain.
7. Always use a sterile dry spoon to dip into a can of concentrated fruits or syrup.
8. Store partly used cans of concentrated fruits and syrups in a dry, cool place. It is not necessary to keep them under refrigeration unless so noted on the can or jar. They should be kept covered and clean and out of bright light.
9. Store partially filled cans of fudge at room temperature. Cover only with a light, clean cloth to prevent dust entering, but allowing air to circulate. In tightly closed, partially empty cans of fudge or chocolate, stagnant air helps cause mould to form.

SIMPLE SYRUP

Formula 1—(yields 2 gallons Simple Syrup)

1 gallon water

14 pounds sugar

Bring water to a vigorous boil, turn off heat, add the sugar, stir until dissolved and allow to cool. Then strain through a cloth or filter paper into a sterilized crock or glass container, cover and store in a cool place.

FOR CANADIAN USE—(yields 2 Imperial Gallons Simple Syrup)

1 Imperial gallon water

17½ pounds sugar

Bring water to a vigorous boil, turn off heat, add the sugar, stir until dissolved and allow to cool. Then strain through a cloth or filter paper into a sterilized crock or glass container, cover and store in a cool place.

FORMULA 2—(yields 1 gallon Simple Syrup)

Measure six pounds of cane sugar into a gallon container, add enough water to fill, stir thoroughly until the sugar is dissolved and then strain through filter paper or cloth into a sterile glass or crockery container.

FOR CANADIAN USE — (yields 1 Imperial Gallon Simple Syrup)

Measure seven and one half pounds of cane sugar into an Imperial gallon container, add enough water to fill, stir thoroughly until the sugar is dissolved and then strain through filter paper or cloth into a sterile glass or crockery container. This makes one Imperial gallon of simple syrup.

SYRUP ROOM

To maintain high quality syrup its preparation for fountain use should, where at all possible, take place in a separate room. A space at least should be set aside for this work and utensils assembled which are used for this work only.

The danger of using measuring cups, crocks, or jars for other purposes is that foreign flavors from such use may easily be carried into the syrup. In many instances, too, fermentation and spoilage may result, since cups and crocks may not be well cleaned.

CAUTION: All utensils used to prepare syrups and toppings, such as measures, spoons, crocks, etc., should be washed and sterilized after each use.

If a separate Syrup Room is planned the following equipment will be found useful:

Stove or Electric Plate

A 3 or 5 gallon copper kettle

Simple Syrup Tank or Jar

2 Wooden Paddles for stirring

Large Wooden Spoons
 Large Metal Spoons
 2 Spatulas
 Large Knives
 3 1-Gallon Crocks
 6 1-Gallon Glass Jugs
 32 ounce Graduate
 4 ounce Graduate
 Bolt of Cheese Cloth
 Cutting Board
 Strainers
 Can Opener
 Food Chopper or Meat Grinder
 Scale
 Dry Storage Bin for Sugar

FRESH FRUITS FOR ICE CREAM SERVICES

By using fruits in season, the smart soda fountain manager not only adds variety to his offering, but also uses available materials and thus conserves supplies of those which may not be so plentiful. If you live in a fruit growing community your opportunity for presenting various soda fountain items featuring home grown fruits should certainly be grasped. These add much merchandising power to your local presentation. The following table shows the methods of preparing most of the common fresh fruits for soda fountain use:

FRUIT	METHOD OF PREPARATION	AMOUNT OF SWEETENING
Peaches	Wash, peel, discard soft or bruised spots. Then slice or dice and sprinkle with lemon juice to prevent discoloring.	To taste — usually about 4-5 parts peaches to 1 part sugar.
Pears	Wash, peel and core. Cut into small dice or slices. Sprinkle with lemon juice.	To taste — usually about 4-5 parts pears to 1 part sugar.
Strawberries	Wash and hull, discard over-ripe, green or mouldy berries. Drain and slice or crush.	4 parts strawberries 1 part sugar. Mix to dissolve sugar.
Blackberries	Wash well and pick over. Discard soft or mouldy berries. Drain well.	4 parts blackberries 1 part sugar. Crush to hasten flow of juice.
Raspberries (Red or Black)	Wash well and pick over, watch out for worms and bugs. Discard soft or mouldy berries. Drain well, crush slightly.	To taste — usually 5 parts raspberries to 1 part sugar

Pineapple

Wash, peel and core, discarding woody center. Cut into small dice or slices. 3 parts pineapple, 1 part sugar. (Best to bring this fruit just to boiling to overcome curdling effect on Ice Cream.)

Oranges

Wash, peel and slice or dice discarding tough white membrane. To taste — usually 6 to 7 parts orange to 1 part sugar.

Banana

Peel, remove string membrane, slice or dice and cover with lemon or pineapple juice to prevent discoloration. To taste. (Usually used in combination with other fruits.)

Cherries

Wash and pit. Discard wormy, spotted or over ripe fruit. Crush, chop — or halve. To taste — usually 4-5 cups sweet cherries to 1 part sugar. 3 cups sour cherries to 1 part sugar.

Fresh Fruit Salad

Prepare individual fruits. Mix acid and non-acid. Crush some of the fruits. To taste.

Allow all fresh fruit toppings to stand at least 1/2 hour before use, to blend sugar and fruit and draw out the juices.

Keep all fresh fruit toppings chilled. Prepare only enough for one day's use.

FRESH FROZEN FRUITS

Remove frozen fruits from package and place in a sufficiently large container to hold the quantity to be used. In each case where additional sweetness, either simple syrup or sugar, is necessary it should be added before fruit has thawed. After thawing at room temperature, fruits should be kept in a closed glass jar in the coldest section of the cooling compartment.

Put in the service fruit jars only sufficient fresh fruit for 1 day's use. Fresh fruit or fresh frozen fruits require refrigeration to avoid spoilage.

Usually frozen fruit packages are marked as to their sugar content. From this you can decide whether they will be sweet enough for sundae toppings or whether the use of a slight amount of additional simple syrup or sugar would be advisable. It is important to prepare only enough fruit for the day's use, for once the fruit has thawed it is particularly susceptible to deterioration unless kept well chilled and used promptly.

SIMPLE SYRUP DENSITY TABLE

COLD PROCESS AT 60° FAHRENHEIT

Pounds of Sugar to one gallon cold water	Total Gallons of Syrup obtained	Pounds of Sugar in one gallon of Syrup	Percentage of sugar by weight	Specific Gravity	Density in degrees Baume
8	1 1/4	5	49	1.227	26.75
9	1 3/4	5 1/4	52	1.244	28.25
10	1 7/8	5 5/8	54 1/2	1.258	29.50
11	1 7/8	5 7/8	57	1.271	30.75
12	1 15/16	6 1/8	59	1.284	32.00
13	2	6 1/2	61	1.296	33.00
14	2 1/8	6 5/8	62 3/4	1.306	33.75
15	2 3/16	6 7/8	64 1/4	1.315	34.25

To make Simple Syrup by using any of the above proportions of sugar and water means that sugar must be weighed, water measured and these ingredients mixed, all of which requires both labor and equipment.

With the introduction of Automatic Percolators in the last few years, the weighing of sugar, measuring of water and mixing of ingredients has been done away with because the Percolator does that.

The following table gives the proper amount of water to be added to obtain simple syrups of different densities. We, however, recommend boiling water as a safety against fermentation.

TABLE OF SUGAR EQUIVALENTS

Gallons Percolator Syrup	Add Gallons Water	Making 10 Gallons at	Equivalent to one gallon of water and
10	00	34 1/2°	15 1/2 lbs sugar
8 3/4	1 1/4	33°	13 lbs sugar
8 1/2	1 1/2	32°	12 lbs sugar
8 1/4	1 3/4	30°	10 1/2 lbs sugar
7 3/4	2 1/4	28°	9 lbs sugar
7 1/4	2 3/4	26°	7 1/2 lbs sugar
6 1/2	3 1/2	24°	6 1/2 lbs sugar
6	4	22°	5 1/2 lbs sugar

Many retail Ice Cream Dealers use ready prepared Chocolate Syrups because they know that with the assurance of properly made syrups, the density, color, and flavor is always uniform. There is no chance for error as it is only necessary to open a can and pour the contents into the syrup jar in the fountain, or if it is the syrup that is to be diluted, that method is indeed very simple.

However, there are some who like to make their own Chocolate Syrup, so here are a few formulae:

CHOCOLATE SYRUP

(2 GALLON BATCH)

2 lbs. good quality Cocoa, 1 gal. Water, 10 lbs. Sugar, 1 level teaspoon Salt.

Procedure:

Mix cocoa and sugar together dry. Put salt in water and bring to boiling point. Gradually work in the cocoa-sugar mixture and bring back to boiling point, stirring constantly. Turn off heat, whip smooth, strain and put in covered container and cool rapidly. Scald and rinse syrup jars and pumps before filling.

HEAVY CHOCOLATE SYRUP

2 lbs. high quality Cocoa, 12 lbs. Sugar, 1/2 gal. Milk, 1/2 gal. Water, 1 level teaspoon Salt.

Procedure:

Mix cocoa and sugar together dry, put salt in water, add the milk, and bring to boiling point. Gradually work in the cocoa-sugar mixture and bring back to the boiling point stirring constantly. Turn off the heat, whip smooth, add 1 ounce vanilla extract, strain, put in covered container and cool rapidly.

Scald and rinse syrup jars and pumps before filling.

RITZY RICH CHOCOLATE SYRUP

1 1/4 lbs. Mild Bittersweet Cocoa, 5 pints Milk,

6 lbs. Sugar, 1/4 teaspoon Salt.

Mix cocoa and sugar together dry. Put salt in milk and bring to boiling point. Gradually work in the cocoa-sugar mixture. Bring to boiling point, stirring constantly and boil about two minutes. Turn off heat, strain, put in covered container and cool rapidly.

Scald and rinse syrup jars and pumps before filling.

BITTERSWEET CHOCOLATE SYRUP

1 1/4 lbs. Cocoa, 2 qts. Water, 5 lbs. Sugar,

1/2 teaspoon Salt.

Mix cocoa and sugar together dry. Put salt in water and bring to boiling point. Add cocoa-sugar mixture and again bring to boiling point. Turn off the heat, whip smooth, strain, pour into covered container and chill rapidly.

Scald and rinse syrup jars and pumps before filling.

SWISS CHOCOLATE SYRUP

2 lbs. XXXX Powdered Confectioners Sugar,

1 lb. Cocoa, 20 oz. Coffee Cream, 1/4 teaspoonful Salt, 1/4 teaspoonful Vanilla Extract

Mix dry ingredients thoroughly together. Gradually stir in coffee cream, whipping constantly and add 1/2 teaspoon vanilla extract. This is a cold process of chocolate syrup which does not require cooking. Be sure to whip, the more whipping, the better the product.

COST CHART

...for Toppings, Syrups and Fruits

SUNDAE TOPPINGS

NOTE: Toppings in this chart are diluted 2 to 1 with simple syrup. Formula of simple syrup is 6 lbs. of sugar with water to make 1 gallon. With sugar @ 10¢ per lb., 1 gal. of simple syrup costs 60¢.

(To 1/2 gal. jar of fruit or topping add 1 gal. of simple syrup or 1 1/2 gal., 192 oz. This 192 ounces yields 128—1 1/2 oz. portions.)

Concentrated Toppings Price per dozen 1/2 Gallon jars	Fruit or Topping cost per 1/2 Gallon	Simple Syrup per Gallon	Cost per 1 1/2 Gal. diluted 2 to 1	Cost per 1 1/2 oz. Topping per serving
14.00	1.17	.60	1.77	.0138
16.00	1.34	.60	1.94	.0152
18.00	1.50	.60	2.10	.0164
20.00	1.67	.60	2.27	.0177
22.00	1.84	.60	2.44	.0190
24.00	2.00	.60	2.60	.0203
26.00	2.17	.60	2.77	.0216
28.00	2.34	.60	2.94	.0229
30.00	2.50	.60	3.10	.0242
32.00	2.67	.60	3.27	.0255
34.00	2.84	.60	3.44	.0269
36.00	3.00	.60	3.60	.0281
38.00	3.17	.60	3.77	.0294
40.00	3.34	.60	3.94	.0308
42.00	3.50	.60	4.10	.0320
44.00	3.67	.60	4.27	.0334
46.00	3.84	.60	4.44	.0347
48.00	4.00	.60	4.60	.0359
50.00	4.17	.60	4.77	.0373
52.00	4.34	.60	4.94	.0386
54.00	4.50	.60	5.10	.0398

CONCENTRATED FOUNTAIN SYRUPS

NOTE: Syrups in this chart are diluted 3 to 1 with simple syrup.

(To 1 gal. of concentrated fountain syrup add 3 gal. of simple syrup. This makes 4 gal. of syrup or 341—1½ oz. servings.)

Price Per Gallon Concentrated Syrups	Three Gallons Simple Syrup at 60¢ per Gallon	Cost four gallon syrup diluted 3 to 1	Cost per 1½ oz. syrup per serving
3.00	1.80	4.80	.0141
3.05	1.80	4.85	.0142
3.10	1.80	4.90	.0143
3.15	1.80	4.95	.0145
3.20	1.80	5.00	.0147
3.25	1.80	5.05	.0148
3.30	1.80	5.10	.0150
3.35	1.80	5.15	.0151
3.40	1.80	5.20	.0152
3.45	1.80	5.25	.0154
3.50	1.80	5.30	.0155
3.55	1.80	5.35	.0157
3.60	1.80	5.40	.0158
3.65	1.80	5.45	.0160
3.70	1.80	5.50	.0161
3.75	1.80	5.55	.0163
3.80	1.80	5.60	.0164
3.85	1.80	5.65	.0166
3.90	1.80	5.70	.0167
3.95	1.80	5.75	.0169
4.00	1.80	5.80	.0170
4.05	1.80	5.85	.0172
4.10	1.80	5.90	.0173
4.15	1.80	5.95	.0174
4.20	1.80	6.00	.0176
4.25	1.80	6.05	.0177
4.30	1.80	6.10	.0179
4.35	1.80	6.15	.0180
4.40	1.80	6.20	.0182
4.45	1.80	6.25	.0183
4.50	1.80	6.30	.0185



COST OF ICE CREAM PER DIPPER

BASED ON GALLON (4 Quarts)

Size of dipper.....	No. 30	No. 24	No. 20	No. 16	No. 12	No. 10
Average number dips per gal: (4 qts.).....	62	51	42	35	26	24

Price Per Gallon

\$1.30	.0210	.0255	.0310	.0371	.0500	.0542
1.35	.0218	.0265	.0321	.0386	.0519	.0562
1.40	.0226	.0275	.0333	.0400	.0538	.0583
1.45	.0234	.0284	.0345	.0414	.0558	.0603
1.50	.0242	.0294	.0357	.0429	.0577	.0625
1.55	.0250	.0304	.0369	.0443	.0596	.0646
1.60	.0258	.0314	.0381	.0457	.0615	.0666
1.65	.0266	.0324	.0393	.0471	.0635	.0687
1.70	.0274	.0333	.0405	.0486	.0654	.0708
1.75	.0282	.0343	.0417	.0500	.0673	.0729
1.80	.0290	.0353	.0429	.0514	.0692	.0750
1.85	.0298	.0363	.0440	.0529	.0712	.0771
1.90	.0306	.0373	.0452	.0543	.0731	.0792
1.95	.0315	.0382	.0464	.0557	.0750	.0812
2.00	.0323	.0392	.0476	.0571	.0769	.0833

BASED ON IMPERIAL GALLON (5 Quarts) (For Canadian Use)

Size of dipper.....	No. 30	No. 24	No. 20	No. 16	No. 12	No. 10
Average number dips per gal: (5 qts.).....	77	64	52	44	33	30

Price Per Gallon

\$1.10	.0143	.0172	.0212	.0250	.0333	.0367
1.15	.0149	.0180	.0221	.0261	.0348	.0383
1.25	.0162	.0195	.0240	.0284	.0379	.0417
1.35	.0175	.0211	.0260	.0307	.0409	.0450
1.45	.0188	.0227	.0279	.0330	.0439	.0483
1.55	.0201	.0242	.0298	.0352	.0470	.0517
1.60	.0208	.0250	.0308	.0364	.0485	.0533
1.65	.0214	.0258	.0317	.0375	.0500	.0550
1.70	.0221	.0265	.0327	.0386	.0515	.0566
1.80	.0234	.0281	.0346	.0409	.0545	.0600
1.90	.0246	.0297	.0365	.0431	.0575	.0633
2.00	.0259	.0312	.0384	.0454	.0606	.0666
2.10	.0273	.0328	.0404	.0477	.0636	.0700
2.20	.0286	.0344	.0423	.0500	.0667	.0733
2.30	.0299	.0359	.0442	.0523	.0697	.0767

Note: These tables are the average for dipping figures. A variation of 3-4 in the number of dippers per gallon may have to be allowed for individual variations in dipping.

TABLE FOR DETERMINING SELLING PRICE TO YIELD DESIRED GROSS PERCENTAGE ON SALES

HOW TO FIGURE PRICE

In the left-hand column, find the margin or gross profit that you want. Then multiply the cost of your goods by the corresponding percentages in the right-hand (mark-up) column. Add the result to the cost. This will give you the selling price.

MARGIN	MARK-UP	MARGIN	MARK-UP
Percent of Selling Price	Percent on Cost	Percent of Selling Price	Percent on Cost
4.8.....	5.0	24.0.....	31.6
5.0.....	5.3	25.0.....	33.3
6.0.....	6.4	26.0.....	35.0
7.0.....	7.5	27.0.....	37.0
8.0.....	8.7	27.3.....	37.5
9.0.....	10.0	28.0.....	39.0
10.0.....	11.1	28.5.....	40.0
10.7.....	12.0	29.0.....	40.9
11.0.....	12.4	30.0.....	42.9
11.1.....	12.5	31.0.....	45.0
12.0.....	13.6	32.0.....	47.1
12.5.....	14.3	33.3.....	50.0
13.0.....	15.0	34.0.....	51.5
14.0.....	16.3	35.0.....	53.9
14.5.....	17.0	35.5.....	55.0
15.0.....	17.7	36.0.....	56.3
16.0.....	19.1	37.0.....	58.8
16.7.....	20.0	37.5.....	60.0
17.0.....	20.5	38.0.....	61.3
17.3.....	21.0	39.0.....	64.0
17.5.....	21.2	39.5.....	65.5
18.0.....	22.0	40.0.....	66.7
18.5.....	22.7	41.0.....	70.0
19.0.....	23.5	42.0.....	72.4
20.0.....	25.0	42.8.....	75.0
21.0.....	26.6	44.4.....	80.0
21.9.....	28.0	46.1.....	85.0
22.0.....	28.2	47.5.....	90.0
22.5.....	29.0	48.7.....	95.0
23.0.....	29.9	50.0.....	100.0
23.1.....	30.0		

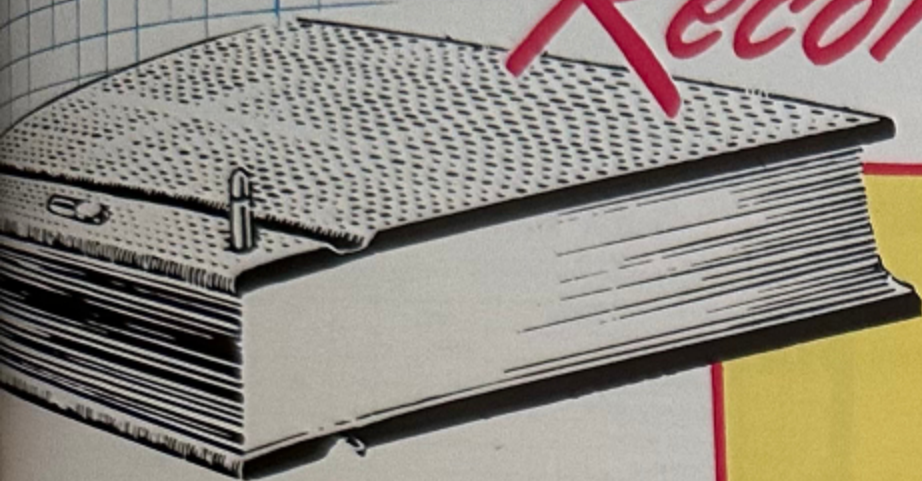
DO YOU KNOW YOUR COSTS AND PROFITS?

\$ PROFITS?

Records

GIVE THE ANSWERS

\$ COSTS?



It should be the goal of every store operator to operate his store as efficiently and profitably as possible, and to do so using the system best suited for him, his employees and his customers.

Departmentalizing the store has been found the best way to determine whether the particular department is "carrying its load" in the store business and whether more attention to the potentials can increase profits. But adequate understanding of the basis of business is necessary to determine correctly the result of sales in relation to profits.

GROSS PROFIT AND MARK UP

Every merchant knows that his selling price must be sufficient to: (1) cover the cost of merchandise, (2) cover all other costs, and (3) leave something for net profit.

The sum remaining after subtracting the cost of goods from sales is called gross profit. For example, suppose that soda fountain sales were \$100.00 a day and the cost of food (including ice cream, luncheonette food items, syrups, etc.) was \$55.00:

\$100.00	Sales
-55.00	Food cost
\$ 45.00	Gross Profit

Under usual operating procedures, experience dictates that a certain gross profit percentage must be aimed at to result in a successful operation.

GROSS PROFIT percentage is obtained by dividing gross dollar profit on a given volume of sales by sales. In the above illustration it is:

100)	45.00	(0.45 or 45%
	400	Gross profit is 45% of sales
	500	
	500	

GROSS PROFIT is always figured after the goods have been sold and is based on selling prices.

MARK UP is the amount (expressed as a percentage of material costs) added to that cost to realize a desired selling price.
Example—If an item costs 10 cents and the mark up is 50% the selling price is 15 cents.

Remember that profit (gross or net) results from sales. Profit can't be realized until goods have been sold and you have received payment therefor.

Keep accurate records of costs and sales—determine the gross profit percentage to assure that your returns are adequate.

KNOW YOUR COSTS...

The determination of material costs at the soda fountain is essential to the proper evaluation of each Ice Cream service in terms of return to the store operation. It is possible, and in many cases desirable especially in a new operation, to determine the ingredient cost of each Ice Cream service. Such a determination of the particular costs make a sound basis for a selling structure which will return the gross profit desired for the operation.

On the following pages there are broken down into individual units, the procedure for costing the staple items at the soda fountain. Please understand in examining these pages and using the information there given that these are *examples only* and the specific costs are not to be taken as universal figures for arbitrary use. These figures are obtained, as the examples show, by using a certain base price for the various ingredients. In figuring your own costs, use *your* base price for the toppings, syrups, Ice Cream, and other items contained in these Ice Cream services. The resulting figure obtained will be the material cost for the individual item being figured.

Selling price can then be determined by what the operator or fountain manager desires in the way of gross profit percentage, in the following manner: Take *100 per cent* to represent the selling price, subtract from it the *gross profit percentage* desired. The remaining *percentage* figure represents the food cost figure (dollars and cents) which you have already determined. Divide this food cost figure by the percentage figure and multiply by 100 to convert the percentage into a dollars and cents figure, which is the selling price for that item.

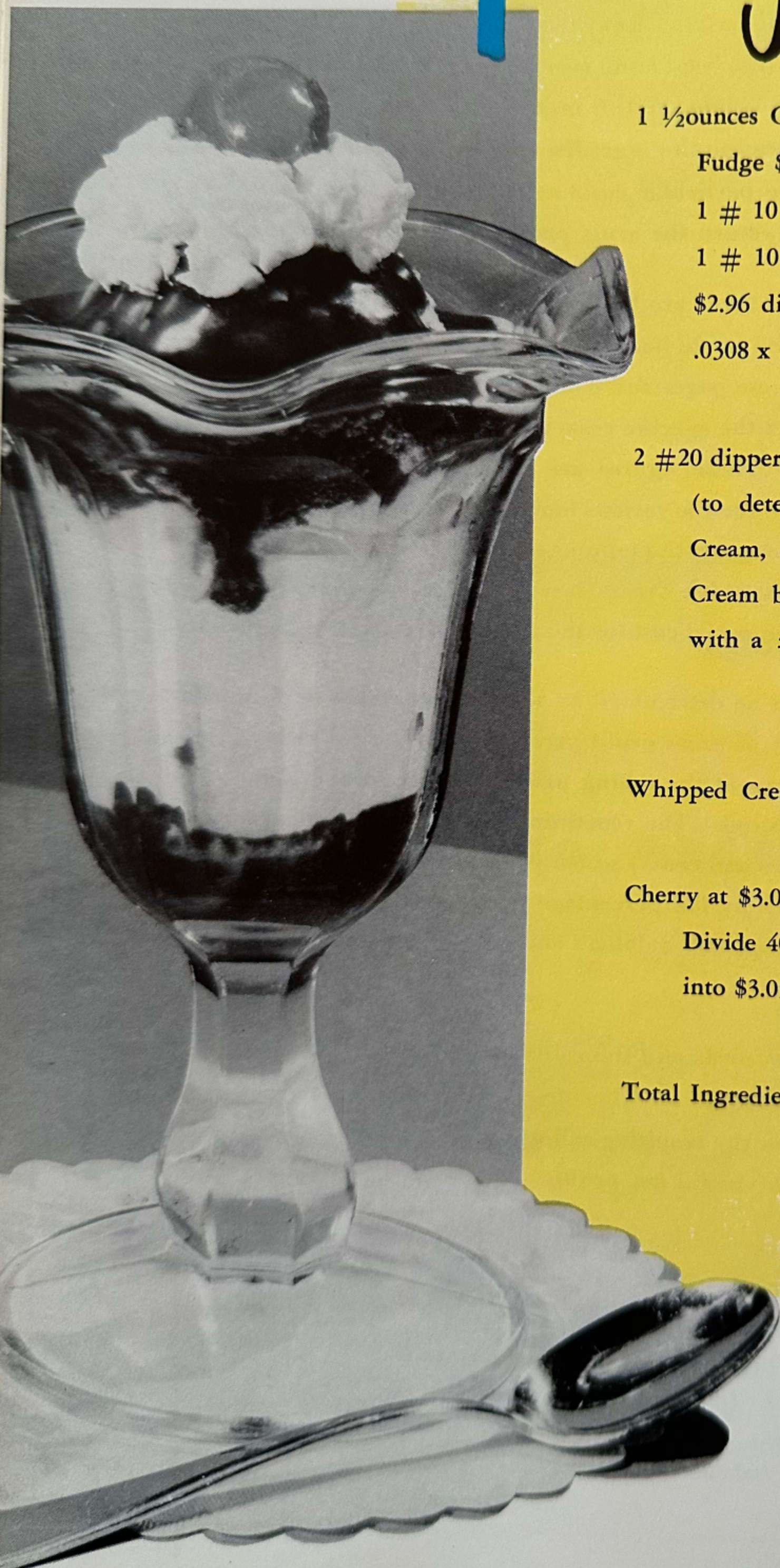
The use of accurate records and the value of individual cost calculations cannot be too highly stressed in food business. Only by the accuracy of the starting figures of cost, can the resulting selling prices yield the desired gross to absorb expenses and to yield a net profit.

The costs given on the following pages are not necessarily costs in a particular market. In using these formulas for determining individual item cost, use your own cost of the various ingredients as listed.

C O S T I N G

T H E

Fudge Sundae



1 1/2 ounces Chocolate Fudge Topping\$.0464

Fudge \$17.75 for 6 #10 tins

1 # 10 tin = $\$17.75 \div 6 = \2.96

1 # 10 tin = 96 ounces

\$2.96 divided 96 = .0308—cost of 1 ounce

.0308 x 1.5 = .0464 cost of 1 1/2 ounce

2 #20 dippers Ice Cream (Add)

(to determine cost of 2 #20 dippers of Ice Cream, divide the cost per gallon of your Ice Cream by 42 or your average yield per gallon with a #20 dipper. Multiply by 2 to get the cost of 2 #20 dippers.)

Whipped Cream0175

Cherry at \$3.05 a half gallon jar0076

Divide 400 (average cherry count in 1/2 gal. jar)
into \$3.05 to get cost of 1 cherry

Total Ingredient cost of Chocolate Fudge Sundae

Note: The costs of ingredients quoted here do not necessarily represent costs in your particular market. The figures are used only to give you a method for calculating costs.

NOTE: the figures used here do not necessarily represent costs in your market. They are used only to give you a method for calculating costs.

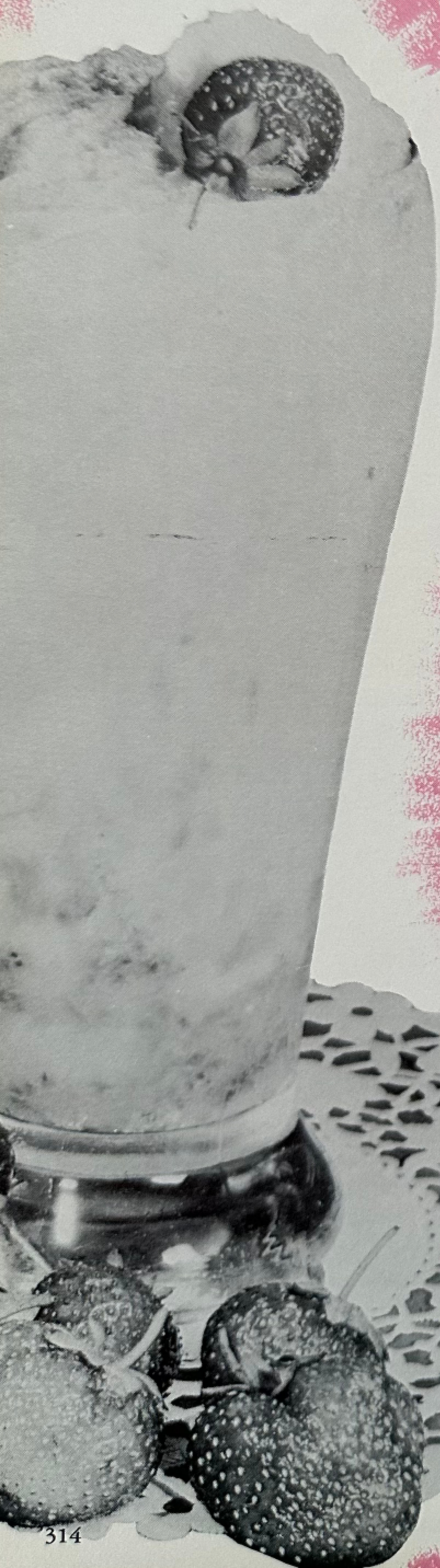
COSTING THE BANANA SPLIT

- *Banana* \$0.05
(Be sure to use the price of bananas in your market)
- *1/2 ounce ready-to-use strawberry topping at \$39.50 per doz. 1/2 gals. (concentrated)*0102
(To get the cost of 1 quart of concentrated topping divide \$39.50 by 24. Cost of 1 quart: \$1.646. Dilute quart of topping 2 to 1 with simple syrup. Cost of 2 quarts simple syrup (sugar: 10¢ lb.) \$0.30. Add \$1.646 and \$0.30 to get cost of 3 quarts blended topping: \$1.946. Divide \$1.946 by 96 (number of ounces in 3 qts.) to get cost of 1 ounce: \$0.0203. Take 1/2 of this figure and you have cost of 1/2 ounce.
- *1/2 ounce cold chocolate fudge topping at \$10.25 for 6 #10 tins*0091
(To get cost of 1 #10 tin divide \$10.25 by 6. Cost of 1 #10 tin: \$1.71. There are 96 ounces by volume in a #10 tin. Allow 2 ounces for waste. Use 94 for figuring. Divide \$1.71 by 94 to get cost of 1 ounce: \$0.0182. Divide by 1/2 to get cost of 1/2 ounce.
- *1/2 ounce ready-to-use pineapple topping at \$29.00 per doz. 1/2 gal. jars (concentrated)*0079
(To get cost of 1 quart divide \$29.00 by 24—\$1.21. Dilute quart of topping 2 to 1 with simple syrup. Cost of 2 quarts simple syrup (sugar: 10¢ lb.): \$0.30. Add \$1.21 and \$0.30 to get \$1.51, cost of 3 quarts of blended topping. Divide \$1.51 by 96 (number of ounces in 3 quarts) to get cost of 1 ounce—\$0.0157. Take 1/2 of this figure and you have cost of 1/2 ounce.
- *Whipped cream*0175
- *1 soda spoon chopped nuts*015
- *2 cherries at \$3.05 per half gallon jar*0152
Divide 400 (average cherry count in 1/2 gal.) into \$3.05. This gives you cost of 1 cherry. Multiply by 2.
- *3 #24 dippers of Ice Cream* (Add)
(To determine the cost of 3 #24 dippers of Ice Cream divide the cost per gallon of your Ice Cream by 51 or your average yield per gallon with a #24 dipper. This gives you the cost of 1 #24 dipper. Multiply by 3.
- *Total ingredient cost of banana split*

HERE'S A SUGGESTION... If your market demands a lower priced banana item, you can feature the *Banana Boat* or *Junior Banana Split* which uses only a half banana with a proportionate reduction of all other ingredients. However, be sure to feature this under the "Banana Boat" or "Junior Banana Split."

PROFITABLE ARITHMETIC

COSTING THE STRAWBERRY ICE CREAM SODA



1½ ounces ready to serve crushed strawberry topping @ \$39.50 per doz.

½ gals. (concent.) \$0.0303

(Dilute concentrated topping 2 to 1 with simple syrup.
Cost of gallon of simple syrup \$0.60 (sugar 10¢ lb.)
Total cost of ½ gal. crushed strawberries and 1 gal.
simple syrup (total of 1½ gallons blended topping):
\$3.89. Divide 192 ounces (number of ounces in 1½
gal.) into \$3.89 to get cost of 1 ounce, namely, \$0.0202.
Multiply by 1½ to get cost of 1½ ounces.

Soda spoon whipped cream to blend with syrup00875

Carbonated water003

2 #24 dippers of Ice Cream (Add)

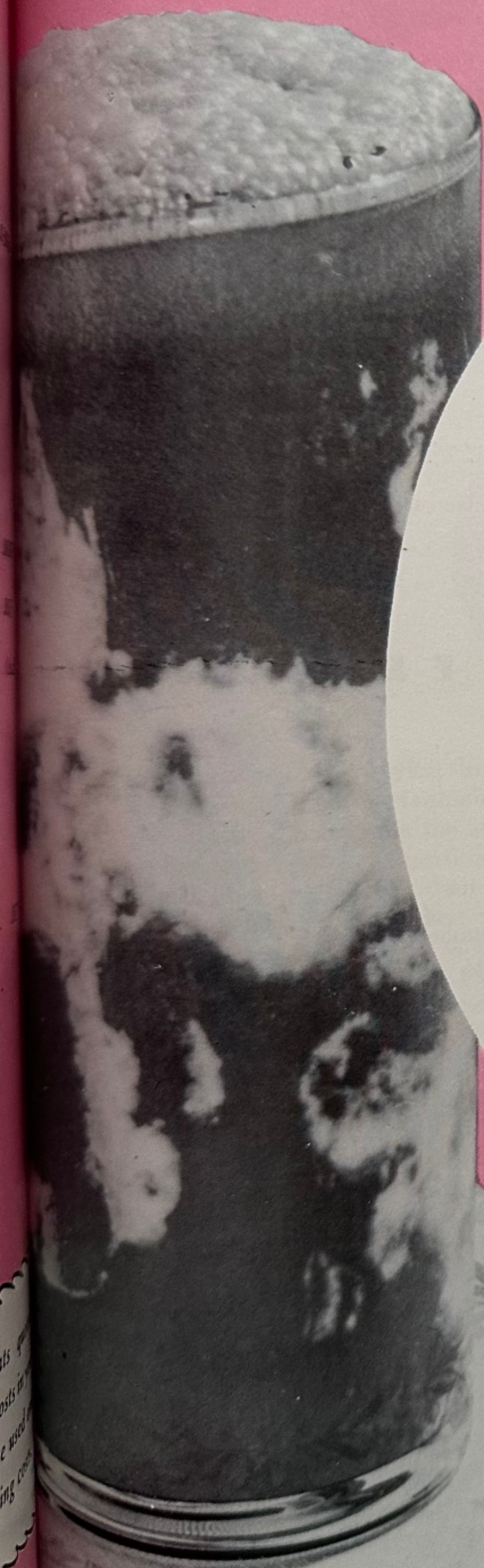
(To determine the cost of 2 #24 dippers of Ice Cream
divide the cost per gallon of your Ice Cream by 51—
average yield per gallon with a #24 dipper. This
gives you the cost of 1 #24 dipper. Multiply by 2 to
get the cost of 2 #24 dippers of Ice Cream)

Whipped cream for garnish0175

Total ingredient cost of Strawberry Ice Cream Soda

NOTE: The costs of ingredients quoted
here do not necessarily represent costs in your
particular market. The figures are used only
to give you a method for calculating costs.

Costing the Malted Milk Shake



6 ounces milk @ 20¢ a quart.....\$0.0375

1½ ounces chocolate syrup @ \$1.325 per #10 tin..... .0207

(96 ounces, by volume, in a #10 tin. Divide \$1.325 by 96 to get the cost of 1 ounce. Multiply by 1½ to get the cost of 1½ ounces.)

Soda spoon whipped cream..... .00875

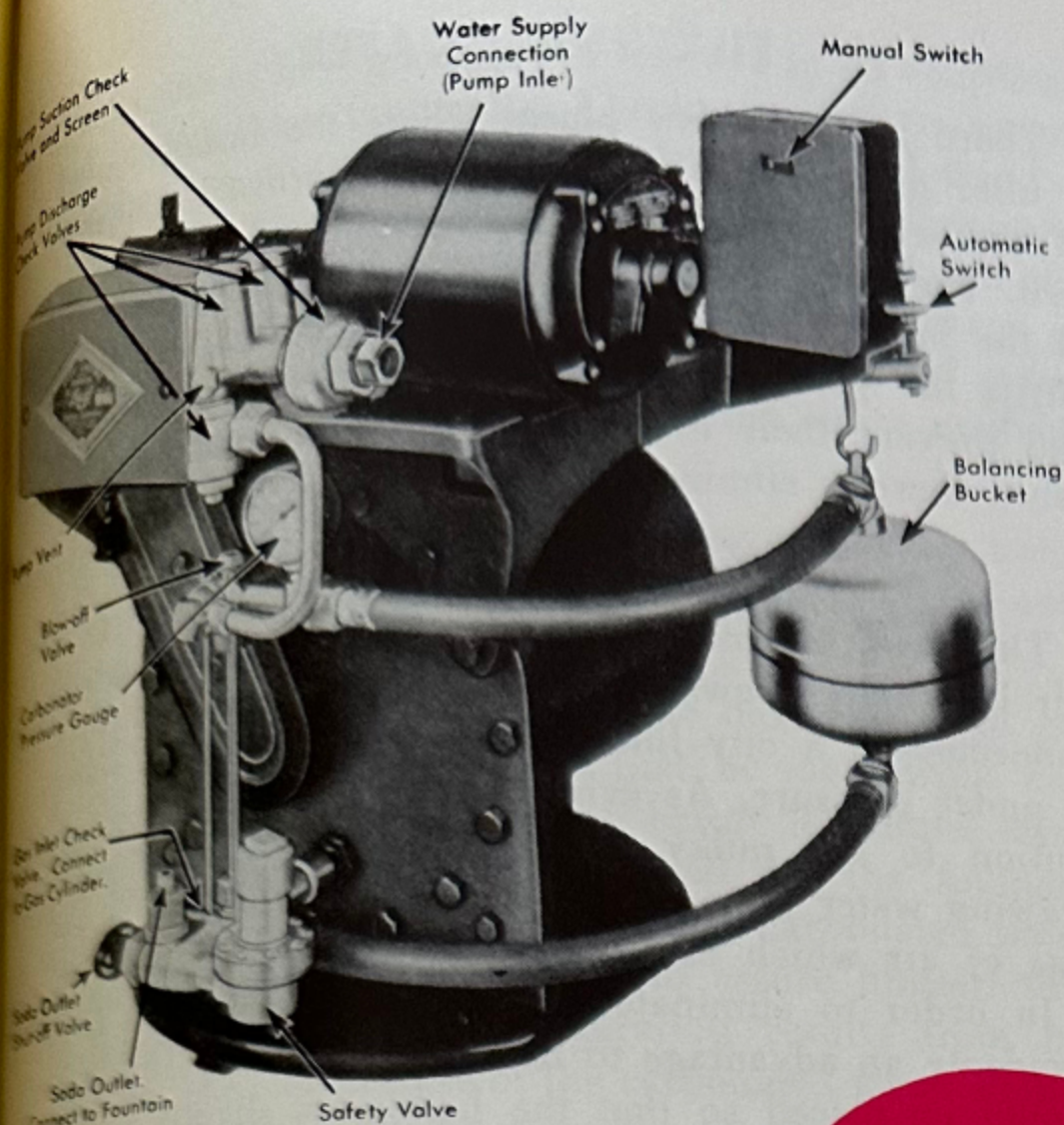
1 trip or 1 spoon malted milk powder..... .0075

2 #24 dippers of vanilla Ice Cream..... —

(To determine the cost of 2 #24 dippers of Ice Cream divide the cost per gallon of your Ice Cream by 51 or your average yield per gallon with a #24 dipper. This gives the cost of 1 #24 dipper. Multiply by 2 to get the cost of 2 #24 dippers of Ice Cream.)

Total ingredient cost of Malted Milk Shake.....

NOTE: The cost of ingredients quoted here do not necessarily represent costs in your particular market. The figures are used only to give you a method for calculating costs.



Carbonation is a subject of vital importance to the successful operation of the soda fountain.

What gives the Ice Cream soda the zest and tang that makes it a "best seller"? A good portion of good quality Ice Cream and good syrups play their part, of course. But the finest Ice Cream and the best syrup will never build a reputation for a drink that suffers from poorly carbonated water. Too often repeat sales are lost because the simple but constant care needed to provide good carbonation is not taken.

Flat Ice Cream sodas are disappointing and never satisfying. Since it's always the aim of a wise merchandiser to assure customer satisfaction, it's his duty and to his advantage, to maintain proper carbonation. If the customer is disappointed, on his next visit to the store (should he return) he might buy a bottle of carbonated beverage which naturally means a loss in fountain volume.

In order to have proper carbonation, it is first necessary to know what causes poor carbonation at the soda fountain and how to correct it. Therefore, the following outlines briefly, what is necessary for a good carbonated drink:

THE CARBONATOR

Since the carbonator is an essential part of the soda fountain, precautions must be taken to insure its uninterrupted performance every day of the year. Antiquated

carbonators that frequently break down are a liability which will directly affect sales at your fountain. If you're struggling along with an ancient machine an investment in a new carbonator would be a paying proposition.

A carbonator's function is to mix plain water with carbonic gas. It must agitate the water so thoroughly, by whipping or beating, that it is broken up into minute particles enabling it to absorb the carbonic gas. In order to do this, the carbonator should be constructed with a spray head. Experience has proved that spray, plus agitation is the quickest, most efficient way to produce complete carbonation.

The carbonator, like any other machinery requires a certain amount of attention, and it is best that it be located in an accessible spot so it can be examined occasionally and oiled to prevent excessive wear. If placed in the basement, it should be kept away from furnaces or other heating apparatus, and the tubing leading to and from the carbonator to the fountain should not be placed near pipes which provide building heat. It is an oft-repeated fact that warm water prevents good carbonation, and it is obvious, that such precau-

CARBONATION

tions should be taken to secure the best possible carbonation. If it should be necessary to place pipes close to heating lines, they should be enclosed in a conduit or round asbestos pipe insulation at the points that come near these lines.

It has always been the custom to determine upon some uniform or fixed gauge pressure and to use this pressure regardless of the temperature of the water entering the carbonator. This practice results in varying grades of carbonation as the temperature of the water used determines the amount of carbonation obtained. The idea that you can have saturated carbonated water at only one temperature and pressure is wrong as Fig. No. 1 will show. The fact is that you can have saturated water at any pressure above 40 pounds, if the temperature is right; and that you can have saturated water at any temperature between 32 and 68 degrees F., provided you have the right pressure.

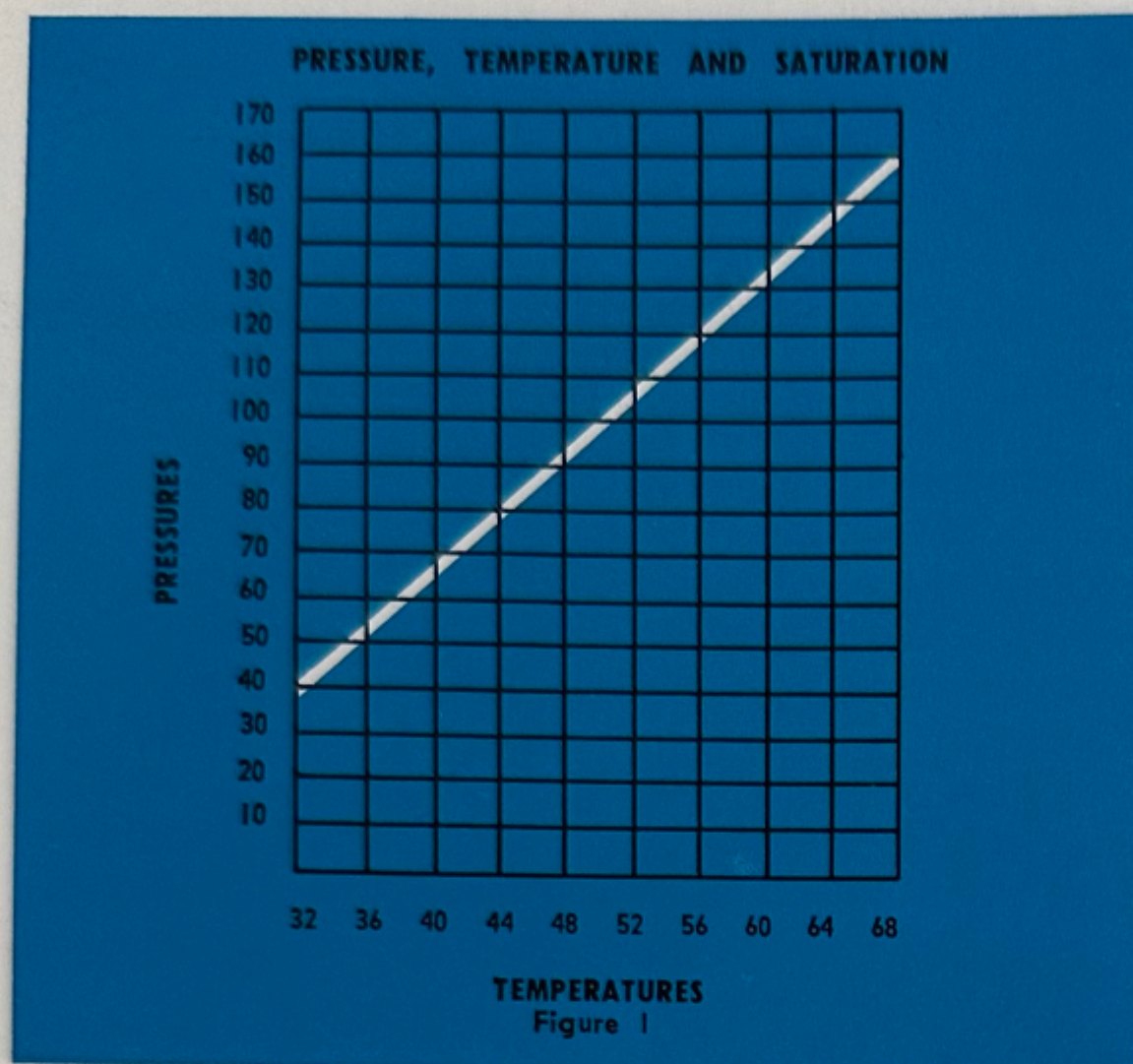
By studying the table you will see that if the pressure is 80 pounds, the temperature of the water must be 44 degrees if you want saturated carbonated water. In the same manner, 100 pounds pressure requires 50 degrees, 120 pounds pressure requires 56 degrees and 150 pounds pressure requires about 65 degrees.

WHAT GAS PRESSURE TO USE

By referring to Carbonation Chart, Fig. 1, you can determine the theoretical gas pressure required to obtain saturation. Take the temperature of the water entering the carbonator, follow the vertical temperature line

until it crosses the saturation line and then follow the horizontal line to the left, which will give you the pressure required if you are to obtain 100 per cent saturation.

It is important to realize that water temperature may



vary considerably. This is particularly true when the carbonator is located in a room having a fairly high temperature. To provide for all such factors, it is strongly recommended that a pressure of 125 pounds be used, unless the temperature of the room in which the carbonator is located is less than 56 degrees (in most cases better results can be obtained by using 150 pounds). This practice will give you best results.

It is better to leave city water, gas and electricity on at all times. Some operators prefer to shut them off at night. If any are to be cut off, cut all of them off and be sure to turn all on before opening your fountain in the morning. Do not charge your carbonator and shut off gas while using the charge. It is impossible to have good carbonated water by using this method. The valve at the head of the gas cylinder should be opened as far as it permits. This prevents leaking. Do not confuse this valve with the regulating valve near cylinder head. Be sure there is a good fiber washer where regulator connects with cylinder.

Test for leaks at cylinder head and along gas lines with lather. Test carbonator and coils by turning on city water at carbonator and shutting off gas, electricity and draft arm, at night, and check in morning if pressure has gone down on gauge on the carbonator. Have leaks fixed. Cutting off gas frequently will not help much if there is a leak. There are cases where the city water pressure is higher than the indicated gas pressure and the reduction of the gas pressure below the water pressure would of course result in the carbonator flooding. This can be overcome by putting in a water pressure reducer or by the installation of a storage tank, the additional advantages of which will be explained.

FILTERING WATER

There are very few places where the installation of a filter and storage tank will not improve the quality of the water used in the carbonator and save gas as well. The filter, which should have a capacity in excess of the largest load it will be called upon to carry, will purify the water, remove small particles of dirt and sand and prevent their lodging under the carbonator check valve, thereby eliminating leaks at this point.

AIR KILLS CARBONATION

The most common preventive to carbonation is air. Air is usually drawn into the carbonator when directly connected to a city line or other line where the water is under pressure. As evidence of this we call your attention to the milky appearance often noticed when drawing water from a faucet. This is caused by an excess of air which escapes quickly if allowed to stand.

In order to eliminate as much air as possible it is decidedly an advantage to use a storage tank. This tank should be placed so that the bottom is slightly higher than the pump intake of the carbonator. In this way, the only pressure on the pump is a slight gravity pressure, and the air in the water has a chance to escape before it is drawn into the pump, because the storage tank is open to atmosphere, and a constant level is maintained by the use of a float, which controls the inlet valve to the tank.

Another advantage of the storage tank is that it will allow all grit, scale and dirt particles to settle out of the water before it is drawn into the carbonator. A stand-pipe, one inch above the bottom of the storage tank, if the tank has a bottom outlet, or a side outlet, one inch above the bottom is desirable.

The improvement in the quality of your carbonated water, the freedom from leaks, and the resultant gas saving will more than pay the cost of the filter and storage tank installation.

GREASE A FOE TO CARBONATION

Another source of trouble to the operator who is eager to secure perfect carbonation is the presence of grease in his carbonator. Unless due care is exercised a great deal of trouble will result. Grease may be carried to the carbonator, through the supply pipes, unless they are thoroughly cleaned when the machine is installed. Using white or red lead too freely when making the installation will also cause trouble, as this will gradually work into the pump and the machine. To cleanse a machine which has picked up grease in one way or another, use a hot solution of sodium carbonate (soda ash), in the proportion of 1 pound of soda ash to 1 or 1½ gallons of water. Run this solution through the machine several times and finally flush with clean water.

WHERE MOST LEAKS OCCUR

Most gas leakage is the result of defective couplings, hose and other appliances used in connection with the

gas. Be sure to have good, sound washers in all couplings and inspect them frequently. Check connections to see that they are properly tightened. An occasional test for leaks by using soap suds applied to the couplings and connections is good insurance. Leaks are shown by bubbles formed by escaping gas. The slightest leakage of gas, if allowed to continue, will in the course of a few days or a week result in the loss of the entire contents of the cylinder.

It is an axiom in beverages that very cold water holds its carbonation. This is a prime requirement of the successful fountain.

After the water is carbonated, the next task is to get it into the customer's glass so that he may drink and enjoy the zest of the carbonation before it bubbles away and leaves the water flat. It is well for the fountain operator to test the temperature of his carbonated water almost daily with a thermometer to assure himself that he is getting maximum refrigeration results from his fountain. The temperature of the carbonated water should always register below 40 degrees, as temperature above 50 degrees will quickly lose its carbonation.

THREE SIMPLE TESTS

You can make three simple tests to determine whether your carbonation is satisfactory:

1. Drop a moth ball into a glass of carbonated water. If the moth ball rises to the surface you have proper carbonation.
2. Drop cigarette ashes in a glass of carbonated water. If the water is well carbonated it will sizzle madly.
3. Place the point of an ordinary lead pencil in a glass of carbonated water. If the surface of the pencil is covered with tiny bubbles you don't have to worry about carbonation.

Glassware at the soda fountain soon acquires a thin, almost invisible film of fat unless carefully washed. When service is offered in such glassware, especially when it is picked up from the drainboard and has a rim of moisture around the edge, it leaves a distinctly unpleasant reaction with the customer. Glasses with this film also destroy the carbonation in water almost as soon as it is poured into the glass. Test this by placing a clean, sparkling, sterile glass beside an ordinary, poorly washed one and filling them with carbonated water. The one with the film will release the gas in large bubbles, rolling up the inside surface of the glass. In order to remove this film on glasses a glasswasher should be used whenever possible. All glassware should be washed and sterilized and placed on the back bar. Never serve a drink from a wet glass.

A proper display of clean glassware on your fountain back bar, indicates to your customers the protection you are taking to insure them a sanitary drink.

HOW TO HANDLE CARBONIC GAS

Carbonic Gas is dry, pure, sweet and odorless, and undergoes absolutely no change while stored in the cylinders. It is a fixed product, and every pound must and will produce certain definite results. Any failure to do so must be due to loss of gas through leaking connections or carelessness on the part of the user.

Carbonic gas is sold by weight. The tare (empty) weight of each cylinder is stamped on the side of the valve. Cylinders are weighed before being filled and afterwards to show the weight of the gas, so there is no possibility of the cylinder being shipped to you containing less gas than the amount billed.

Always store gas cylinders in a clean, dry, cool place away from odors, salt or other corrosives. Do not expose the full cylinders to dampness, heat or sunshine, or the empty ones to dampness. *Always close the valve on empty cylinders.*

When empty, gas cylinders should be shipped back promptly to your supplier and shown as: *"Empty Iron CYLINDERS Returned"* (Not coppered or nicked). Do not bill them as tanks, retorts, drums, etc. *Don't allow an empty gas cylinder to remain around your place of business. Ship back immediately.*

VERIFY WEIGHTS ON RECEIPT OF CYLINDERS

When you receive a cylinder of CO₂ gas weigh it immediately. If the weight corresponds with the gross weight, the contents are intact. Gas is shipped at your risk of leakage, and the transportation company will not allow any claim for loss by leakage. The manufacturer is not responsible for any leakage, but as a matter of courtesy to the trade will allow the amount charged for cylinders that reach you empty, provided the cylinders are returned immediately and the suppliers are notified of the loss and the cylinder number reported.

TIGHTEN THE OUTLET CAP

As the cylinders are jolted around considerably in transit, there is always a possibility of the outlet cap becoming loosened which might result in leakage. Therefore, just as soon as you receive a shipment of Carbonic gas, take a wrench and tighten the small outlet cap. If the outlet cap is properly tightened, there will be no leakage of gas. If it should be necessary for you to retain a cylinder longer than 30 days without emptying it, the outlet cap should again be tightened. The small round brass cap, cylinder safety valve, should not be tampered with. It protects the small copper disk which is placed there to allow the contents to escape in the event the cylinder is exposed to extreme heat.

To prevent tampering with cylinders while in transit, valves can be opened only with a special key wrench or wheel. The suppliers will furnish these keys free of charge. Under no circumstances use a pipe wrench or pliers to open the valves on gas cylinders, as you will damage the valve. If the key or wheel is so badly worn that it will not open the valve, obtain a new one.

CARBON DIOXIDE (CO₂) GAS LEAKS

Loss of CO₂ gas may occur through gas line couplings, carbonator connections, packing, and regulator or other equipment. Proper care should be exercised to use good fiber washers in all GAS couplings. All connections should be inspected frequently and tightened. Test all gas connections at least once a month by the use of a shaving soap solution applied with a brush. The manufacturer is not responsible for leakage of this kind or of the valves and cylinders themselves, after the cylinders are delivered to the customer in good condition.

Gas leaks may be located by the following procedure:

When closing at night, make note of the pressure shown on the regulator and carbonator gauge. Then tightly close (1) the drum valve, (2) the regulator outlet valve, (3) city water inlet valve to the carbonator, and (4) the soda water outlet valve to the fountain. This completely isolates the carbonator and the regulator. In the morning note the pressure reading on both gauges. If the regulator gauge pressure has dropped, there is a leak between the drum valve and the regulator outlet valve. If the carbonator gauge pressure has dropped, there is a leak in the machine or somewhere between the regulator outlet valve and the carbonated water outlet valve.

If, however, the pressure drop on the carbonator pressure gauge is less than 10 lbs., there is no gas leak. Normal absorption will cause this much drop in pressure. If the drop is 20 to 30 lbs., there is a gas leak.

Locate the leak with a solution of warm water and shaving soap applied with a brush to all valve packing nuts, connections, and couplings. Leaks are shown by bubbles formed by the escaping gas. When a leak is detected, tighten the coupling until bubbles no longer form in the soapy solution around the connection.

Check the agitator packing nuts for leaks. If the carbonator has been in service over a year, it may be advisable to put in new packing since dried packing pulled up too tightly will score the agitator shaft or pump plunger.

Another point to check is the pump check valves which prevent gas from escaping back into the city water supply line or storage jar. Loss of CO₂ gas into the city water supply is evidenced by "charged" water coming from a cold water faucet or gas bubbling up through the water in the case of the storage jar.

Before removing the pump and inverted check valves, shut off the gas pressure on the CO₂ gas cylinder; shut off the water supply line and the carbonated water outlet valve. Vent the pressure from inside the carbonator by loosening the gas blow off or vent valve on the machine. When the gas has stopped blowing from the blow off valve, the check valve caps may be removed and the interiors taken out for inspection.

If the washer surface is scored in any way replace with new washers. Before placing the interiors back in the valves, be sure the seats are clean of any particles of the washer and not pitted.

If no leaks show up under these tests, close the drum valve only over night and note the pressure on both gauges and the water level in the gauge glass tube. If there is an excessive pressure drop in the morning, there is a leak in the fountain. Check and tighten all fountain connections from the outlet on the carbonator to the draft arms on the soda fountain and check the cooling coil for leaks.

Leaks in regulators and pressure gauges are difficult to locate and should be checked very carefully.

DIRECTIONS FOR CONNECTING AND OPERATING GAS REGULATORS

CAUTION: Loosen the Regulator Adjusting Key before attaching Regulator to a Full Cylinder.

A regulator handled with proper care will give long, trouble-free service; it is a sensitive device and can be easily injured.

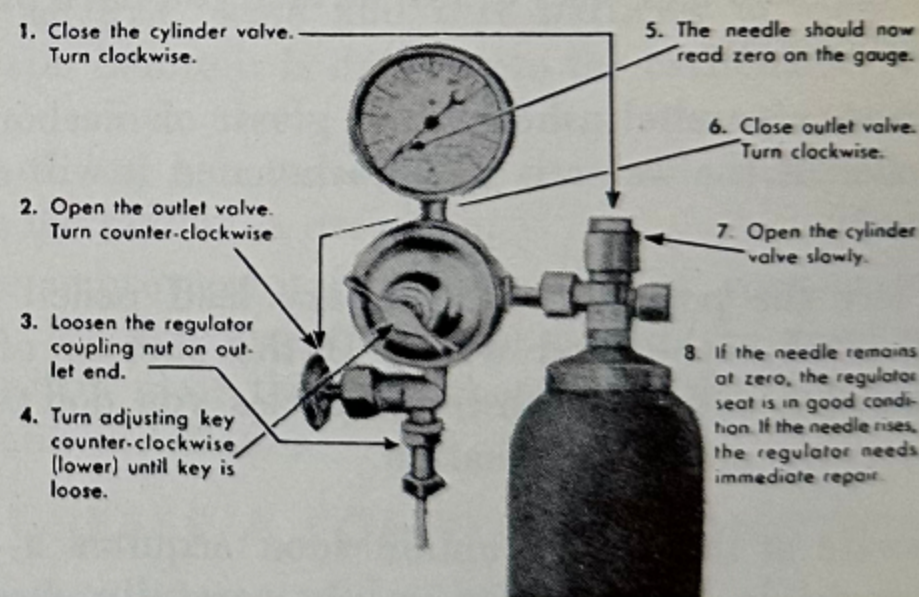
To connect a regulator:

1. Replace the fiber washer inside the regulator coupling nut and screw the nut to the cylinder valve outlet. Pull the nut up tight. Use a fiber washer at each CO₂ connection. Don't use old scored fiber washers.

2. Be sure that the regulator adjusting key is loose; that is, no tension on the spring operated by the key.

HOW TO TEST A REGULATOR

Test the CO₂ Gas Regulator at least once every 60 to 90 days. Do it when changing a cylinder.



If spring is tight, turn key counter-clockwise to loosen.

3. Close the regulator outlet valve by turning clockwise.

4. Using the special key wrench, open the cylinder valve slowly in a counter-clockwise direction to wide open.

5. Turn the regulator adjusting key clockwise slowly to the desired gauge pressure. 120 lbs. is standard.

6. Open the regulator outlet valve by turning counter-clockwise to wide open.

To replace a cylinder:

1. Close the cylinder valve by turning clockwise.

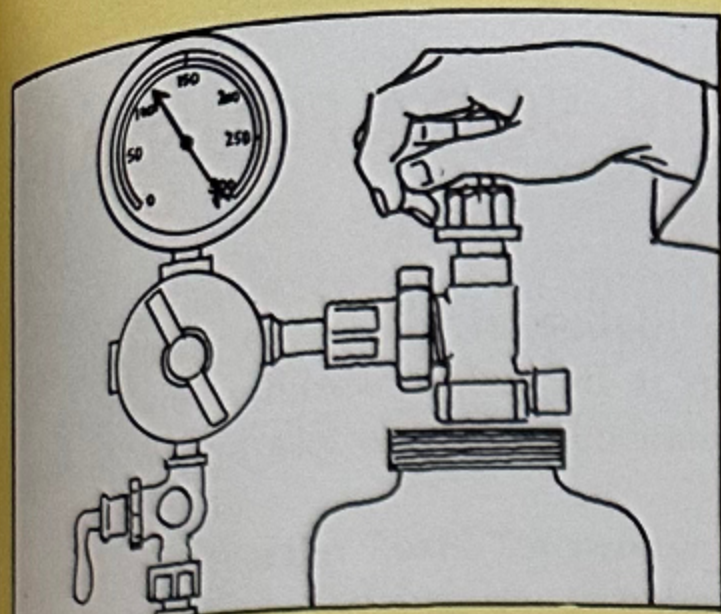
2. Close the regulator outlet valve by turning clockwise.

3. Turn the regulator adjusting key in a counter-clockwise direction until it is loose.

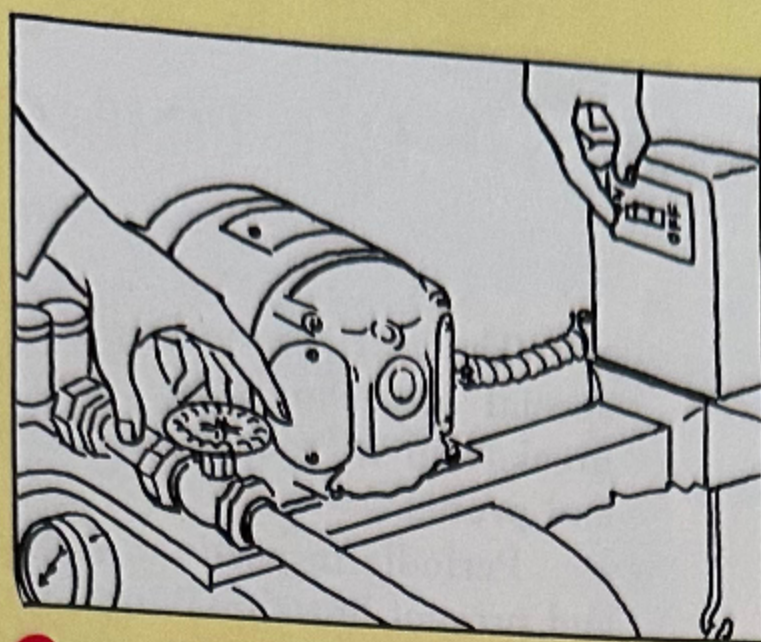
4. Unscrew the regulator coupling nut from the cylinder valve outlet.

Replace the empty cylinder with a full one and attach the regulator.

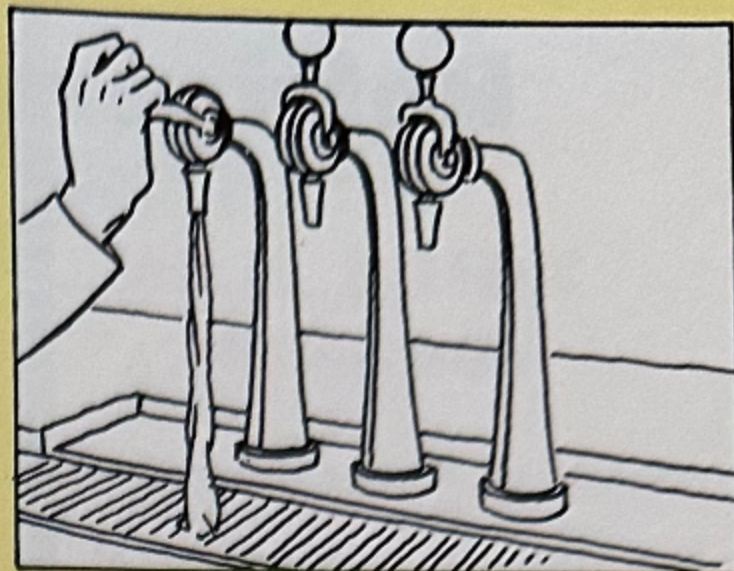
CLEANING THE CARBONATOR



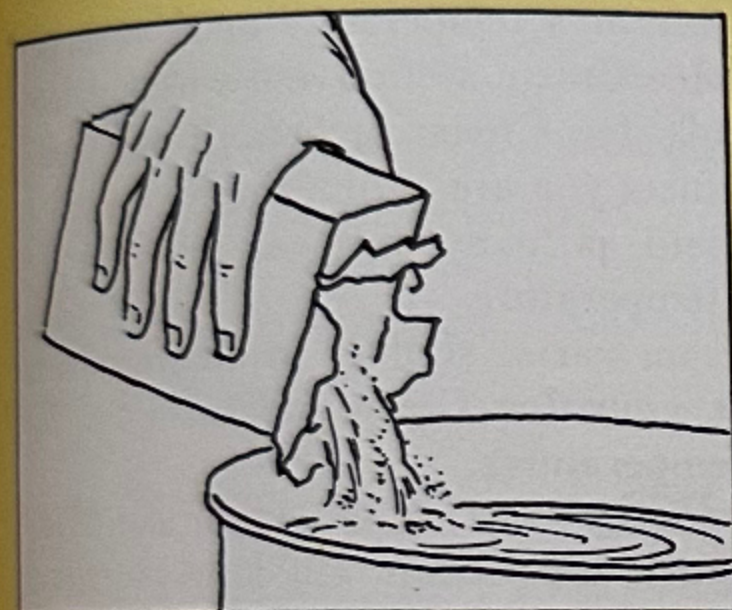
1. Turn gas off at gas drum.



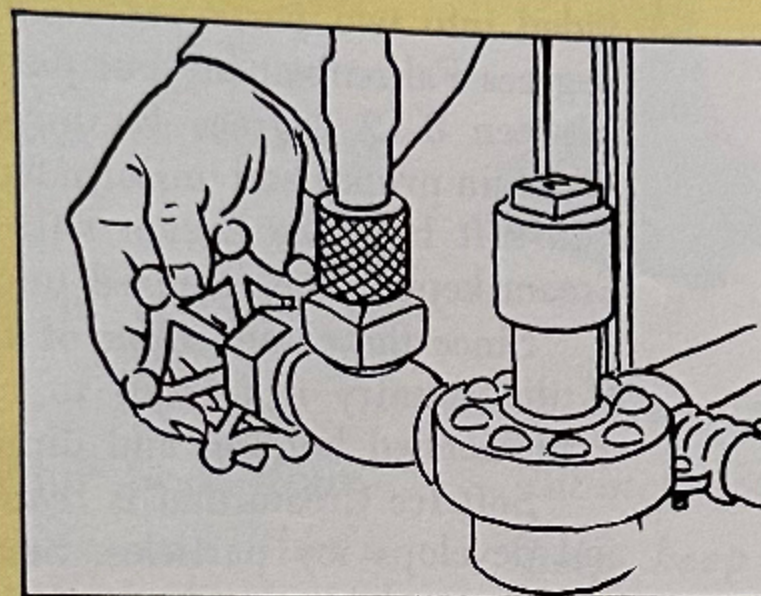
2. Turn off electricity and city water running to carbonator.



3. Turn on carbonated water at draft arms at the fountain. Let run until all water and pressure have stopped.



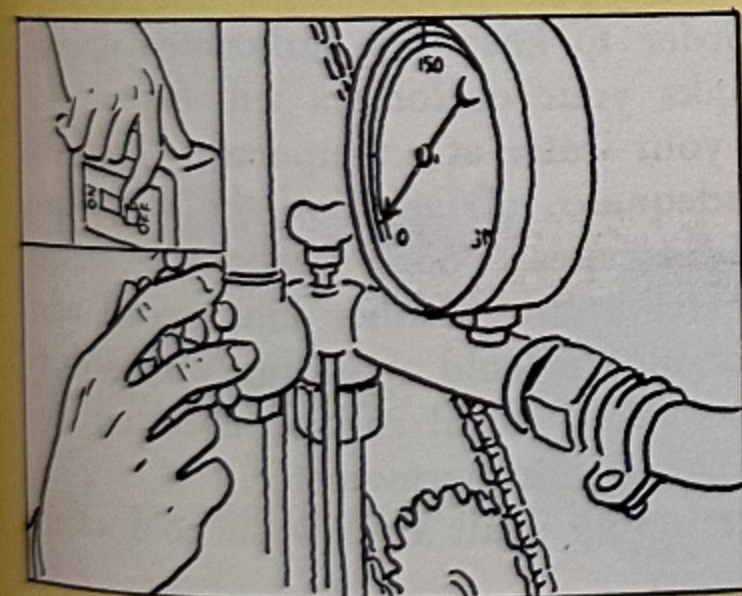
4. Into 5 gallons of water thoroughly dissolve 3 lbs. of baking soda.



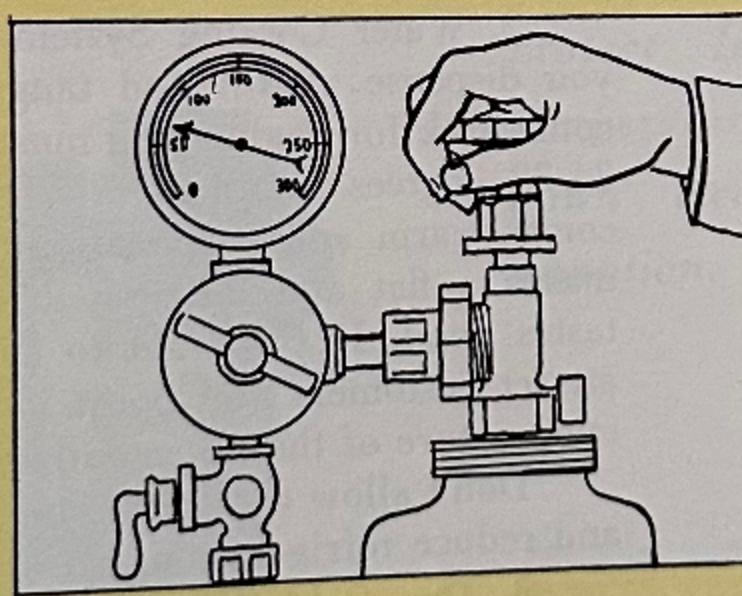
5. Disconnect block tin carbonated water line leading to fountain.



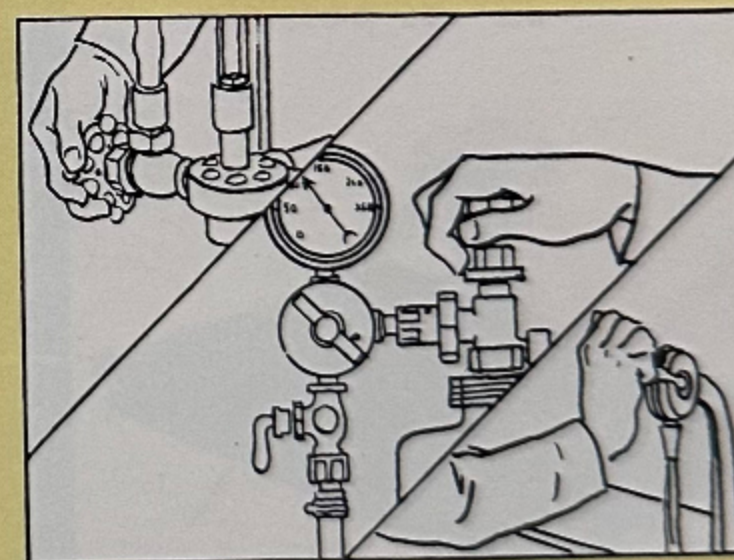
6. Using a funnel and short piece of hose, pour the solution into carbonator, opening the air valve while doing so.



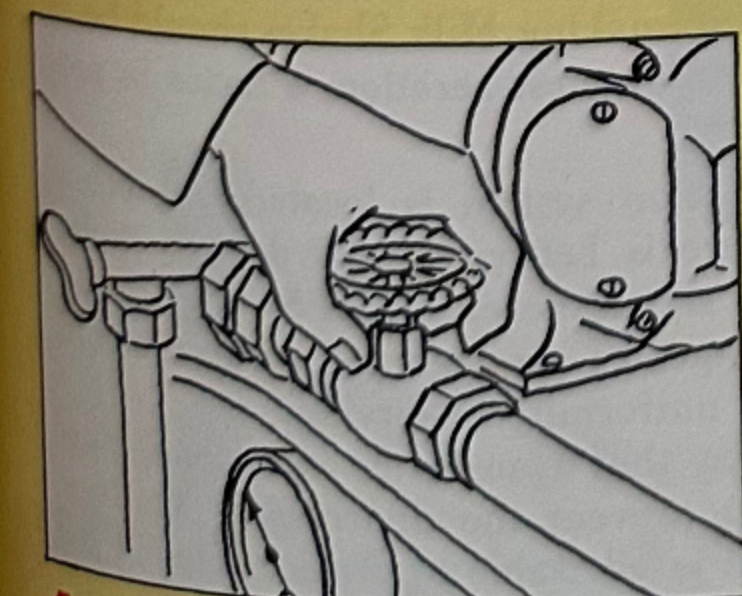
7. Shut the air valve and turn on electricity. Let carbonator run for a few moments.



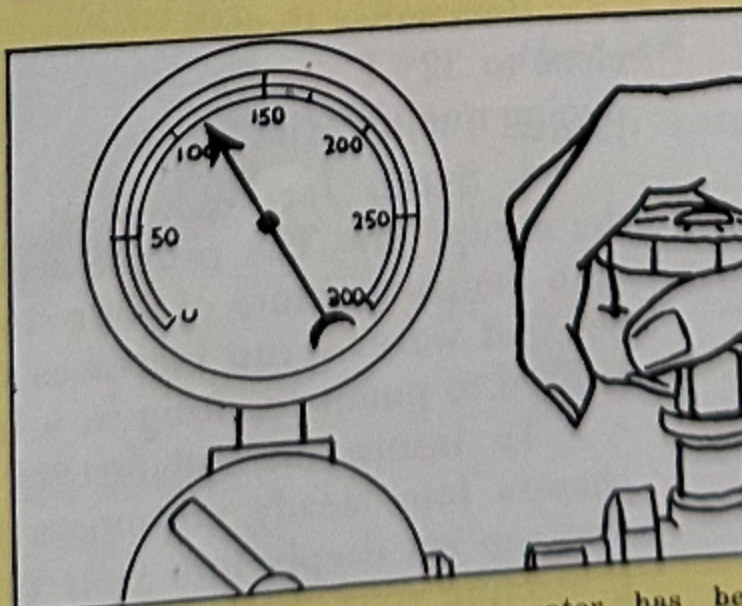
8. Turn gas drum on. Allow gauge to go to 60 to 70 lbs. pressure.



9. Connect the fountain block tin line back on carbonator. Turn gas off at gas drum and draw the soda solution through all the draft arms.



10. Turn on city water, electricity, and allow carbonator to fill $\frac{2}{3}$ full. (See glass gauge on front of carbonator.) Allow 60 to 70 lbs. pressure to register on gas drum gauge. Allow this rinsing solution to run out at draft arms.



11. When all rinse water has been drawn out, turn on city water, electricity, and turn gas drum on slowly so that pressure goes back to normal 120 lbs. Let carbonator run until it shuts itself off.



12. Test carbonated water by tasting. If any taste of soda remains in carbonated water, run off carbonated water at draft arm until there is no trace of the soda taste.

Refrigeration THE LIFE LINE OF THE SODA FOUNTAIN

Syrup Rail
never over 50°

Dry Storage
Compartment
40° — 50°

Water Cooling
Section
34° — 38°

Milk for Milk
Drinks as near
32° as possible

Bulk Ice Cream
8° — 12°

Packaged
Ice Cream
0° — 5°

The refrigeration system is the lifeline of your soda fountain and special care should be taken to keep it in perfect working condition. A breakdown in your "lifeline" will mean considerable loss to you in time and profits.

Periodic inspections will insure against a "dead" refrigeration system and prevent heartbreaking loss in spoiled foods and melted Ice Cream.

Four parts of your soda fountain need at least a daily refrigeration check with a thermometer. They are:

1. Ice Cream Compartment—If your Ice Cream compartment is divided into two parts you should maintain a temperature of between 0-5 degrees Fahrenheit in your packaged Ice Cream section and a temperature between 8-12 degrees F. in your bulk Ice Cream section. If you don't maintain proper and uniform temperatures you are minimizing your profits. Too soft bulk Ice Cream will not yield as many dips per gallon as Ice Cream kept at the required uniform temperature.

Since the composition of Ice Cream varies slightly in different parts of the country it is well to consult your Ice Cream salesman for his recommended holding and dipping temperatures.

Soft Ice Cream that is *rehardened* loses some of its texture and flavor and develops icy particles. Serving such Ice Cream will lose you those customers who recognize and demand quality in the Ice Cream they eat.

Keeping the lids of your Ice Cream wells closed when not in use will help you maintain satisfactory temperature, and assist in keeping your Ice Cream from getting too soft.

2. Water Cooling System—In order to keep the carbonated drinks you dispense zestful and tangy—drinks your customers will enjoy and come back for again—you must keep your water at a temperature between 34-38 degrees Fahrenheit. Without adequate refrigeration the water becomes warm and carbonation rapidly escapes. Poorly carbonated water makes a flat and tasteless drink—a drink that neither looks good nor tastes good. If you want to capitalize on the cold sparkling drinks that attract customers and boost your sales take special care in checking the temperature of the water daily or oftener with a thermometer.

Don't allow draft arms to drip. Dripping draft arms waste cold water and reduce refrigeration.

3. Dry Cold Storage Compartment—Since you use your dry cold storage compartment for milk and other foodstuffs the temperature should be kept between 40-50 degrees F.

Remember though, the milk used in making Milk Shakes should be as close to 32° F. as possible to insure the greatest aeration, a factor in producing quality Milk Shakes.

4. Syrup Jar Rail—The refrigeration system is located just below the syrup jars. The proper temperature is between 20-30 degrees cooler than the temperature of your store but should never exceed 50° F. Remember that warm syrup increases the danger of spoilage and syrup too cold is hard to pump resulting in a lack of uniformity in servings.

To insure the satisfactory service that transforms occasional purchasers into steady customers and to prevent the unnecessary spoilage that can cut deeply into your profits it is advisable to protect yourself by protecting your "lifeline".

Check refrigeration daily with a thermometer.

Let's Fix It NOW!

Making minor repairs—adjusting loose screws, replacing washers to avoid dripping faucets—and making other little “fix-its” at the store—are not only good housekeeping procedures but actually result in money saving.

A good plan, followed with success in many stores is to have a regular day for inspecting the soda fountain and Ice Cream department equipment. Equipped with a flash light, pliers and a screwdriver—go over the soda fountain—and when you see a loose screw, tighten it. If a faucet is running, tighten the connection or put in a new washer.

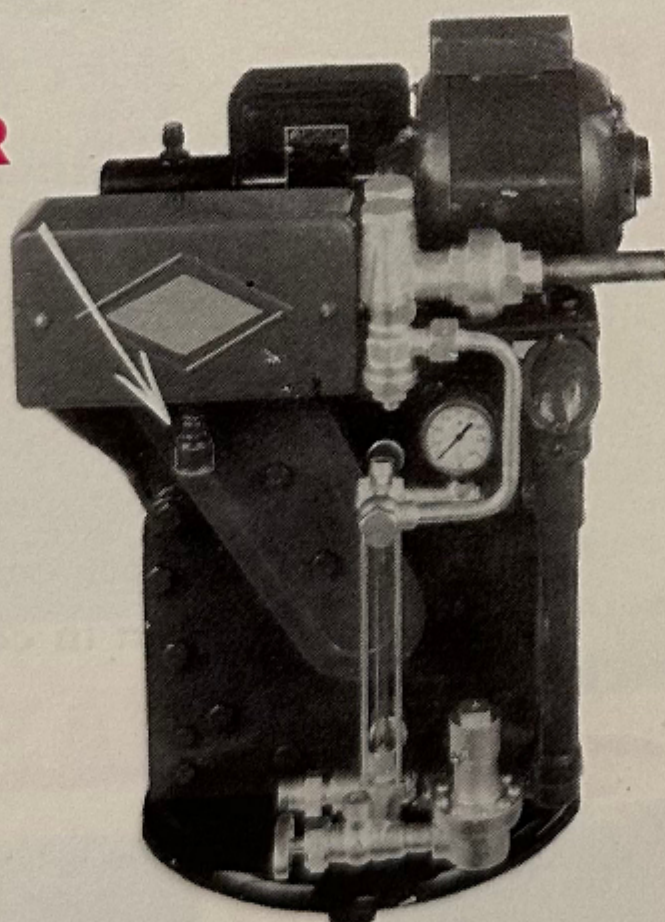
Sometimes when you “make a note of it” that is as far as it goes!

Get “inspection day” as part of your Soda fountain and Ice Cream department routine and “Let’s Fix It Now!”

Let's Fix It NOW!

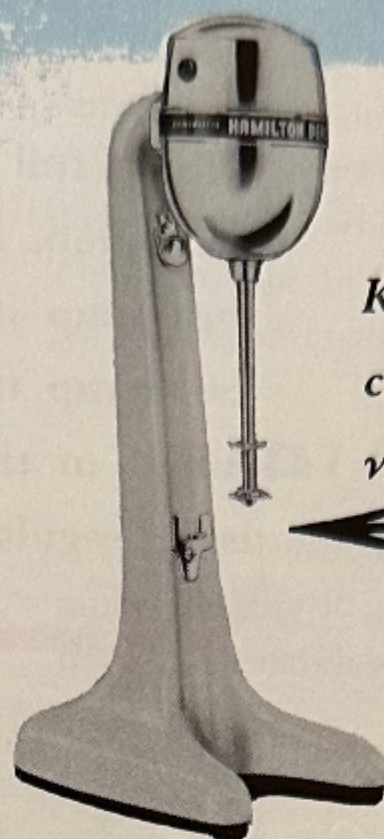
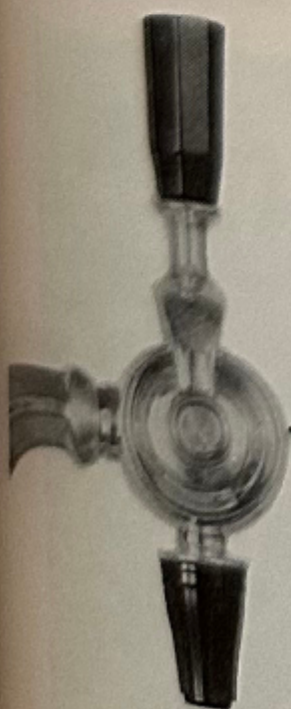
CARBONATOR

See that grease cup is filled—oil motor in accordance with manufacturer's instructions.



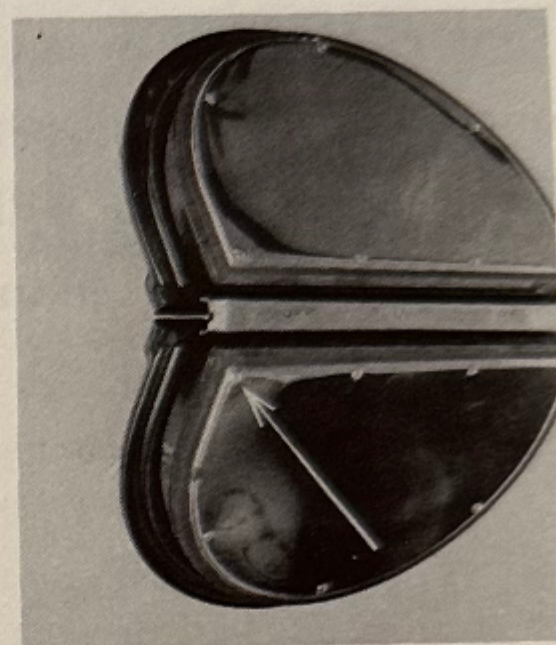
DRAFT ARM FAUCET

Tighten screws—replace worn washers. This prevents waste of carbonated water.



MILK DRINK MIXERS

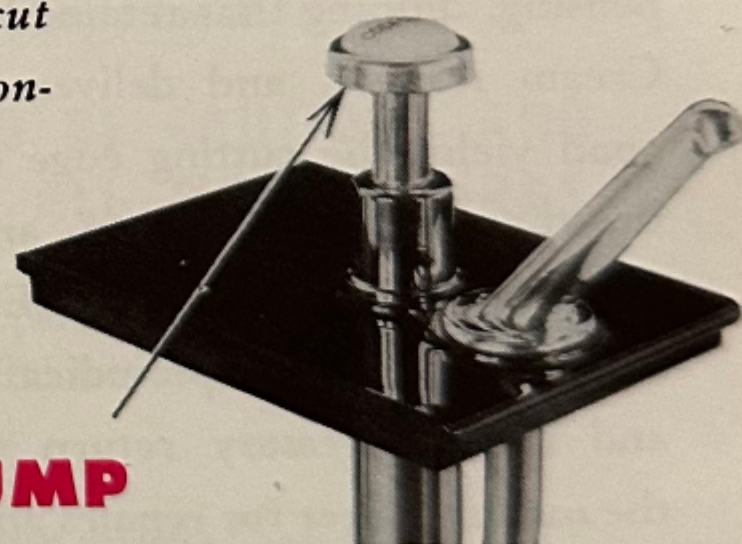
Keep screw tightened to prevent can from slipping off—this prevents drink spillage.



Tighten screws on cabinet lids—Thus help keep tight fitting lids and so help

ICE CREAM CABINET LIDS

protect Ice Cream temperature and cut down electric consumption.



SYRUP PUMP

Be sure name plate on pump is that for syrup in the jar. Thus avoid mistakes in using syrup, which results in waste.



WATER FAUCETS

Replace worn washers—promptly—both hot and cold water faucets. This prevents water waste, and cuts down the water bill.

IT'S THE "little things THAT COUNT"

"Little things"

affect operating expense and profit possibilities—a periodic check-over on parts of your soda fountain and ice cream department helps keep your equipment in good operating condition.

Keep down repair bills by catching and fixing the little places.

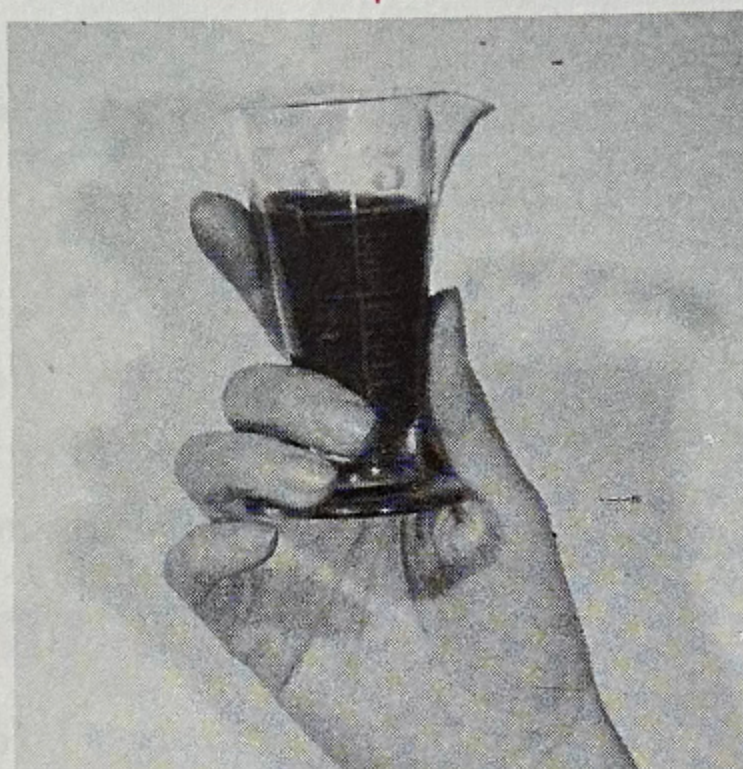
WATCH THE ICE CREAM DIPPER

Dipping is the danger point of profits. To insure speed in dispensing, dipping that retains Ice Cream texture, and delivers a good yield, the cutting edge of the dipper must be sharp, and the spring in good order. Examine the dipper periodically and when necessary return to the manufacturer for repairs and sharpening.



MEASURE SYRUP

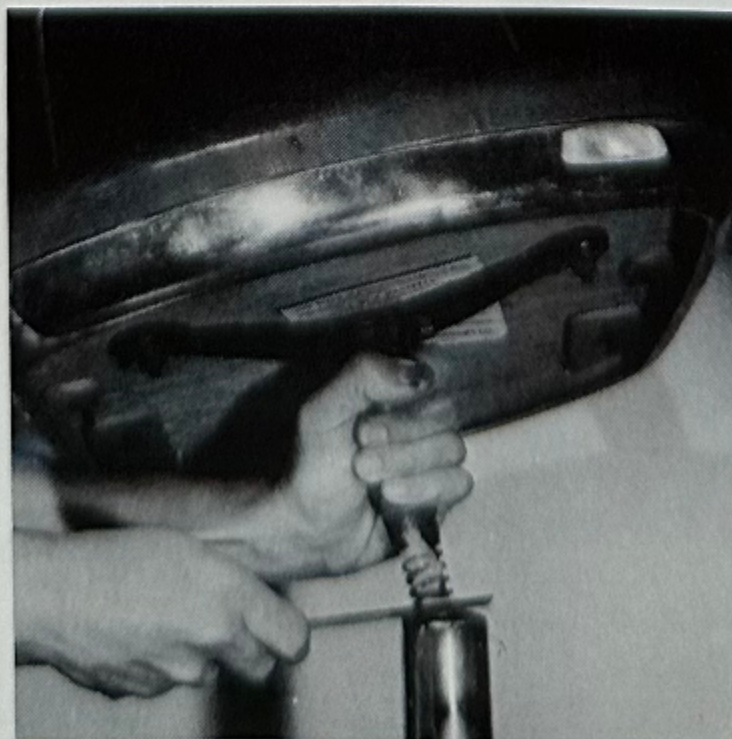
Draw a full throw of syrup from the pump, into a graduate. If the pump is throwing more or less syrup than the amount required in the formula you are using, regulate accordingly.



CHECK STOOLS

Customer's enjoy quietness and comfort at your soda fountain. Occasionally applying a little hard grease as shown, to the base of the seat rod, will prevent squeaks and keep stools turning easily.

After applying grease be sure base of stool is wiped free of any grease.



ADJUST PUMP THROW

To adjust the throw of the syrup pump—regulate in accordance with manufacturers instructions until the correct amount is delivered.



CHECK CONNECTIONS

Excessive use of CO₂ for carbonated water, can be reduced by being sure there is no leakage anywhere in the carbonated water system. Replace washers at draft arm when necessary, and check connections under the drip pan in cooling coils, etc.





FIRE HAZARD

THE HIGH COST OF FIRES

Experts tell us that 90% of fires can be prevented. Fires seldom start in clean, cleared-out areas. Dirt, grease, trash and faulty wiring encourage fires. Watch the places where blazes might start.

BASEMENT OR STORAGE ROOM

When closing the store each night, look around the storage room and dispose of trash piles and oily rags or any inflammable material accumulated through the day. This is where many spontaneous fires originate. They are apt to burn before discovered as people only go to the basement or storeroom occasionally.

REST ROOMS AND BOOTHS

Inspect waste containers in rest rooms and corners under booths to see that no lighted cigarettes or matches have been carelessly dropped.

WIRING AND FUSES

Watch the fuses. Are they of the correct low amperage? Are you replacing them with fuses of the same low amperage? Using high amperage fuses and placing coins behind dead fuses often cause fires.

Possible fire hazards are indicated by frequent blow-outs. This is caused by dangerous shorts in lines and appliances, also by overloaded lines. Extension lines or cords used on backbars or in stock rooms should be watched carefully. They must be unfrayed and never should be hung over metal supports to cause short circuit if the insulation should break.

IT PAYS TO BE CAUTIOUS AND ELIMINATE ALL FIRE HAZARDS

Train your store personnel to know what to do in case of a fire and to do it quick, for every second counts when a blaze starts.

THE FIRE EXTINGUISHER

Red is the accepted color for identifying fire equipment.

Paint a band of red below or around the fire extinguisher; on the floor or on the wall. A red circle or area painted on the ceiling above the extinguisher, easily identifies the location and can be seen from any part of the store.

THE FIRST AID CABINET

Keep accessible to all employees and marked with a white cross on a green background. This is the accepted color symbol for first aid equipment.

Prevent Accidents

BE SAFE

Provide containers for broken china and glassware.

Screen all fans properly.

Repair all broken skylights and provide a guard against falling glass.

Inspect all chairs, tables, counters, glass regularly.

Carefully check all stools and counters to see if they are securely fastened. If foot rests are provided be sure they are secure.

Properly dispose of all waste and garbage. Remove all unnecessary bundles, boxes and barrels from the sidewalk.

Clean all ledges and overhead projections frequently.

All over-hanging fixtures, suspended lamps, etc., should be regularly checked. Remove any formation of grease or dust.

Note condition of all mats—if loose or turned up, have fastened immediately.

Frequent extermination and fumigation is necessary.

Ceilings and walls should be kept scrupulously free of dust, paint particles, etc.

Washrooms should be kept clean and tidy and not as a storage place for mops, brooms, pails, etc. These provide a constant source of tripping hazards.

Costumers or hat racks should be provided to prevent patrons from tripping over fallen garments.

Examine all table lamps for worn extension cords and sockets, and replace any found faulty.

The possibility of escaping gas from a refrigerating system or heating equipment should not be overlooked.

Open hatchways, sidewalk elevator shafts and other unprotected openings are frequent sources of accidents.

Glass doors, transoms and windows should be frequently inspected for the slightest cracks or breaks, and repaired as needed.

Discourage the use of bobby pins or hairpins for women workers. Hairnets or caps should be worn by all women who have any contact with food or the service of food.

Employees with pockets in their shirts or blouses present a possible hazard as any small object from the pocket may fall out into the food or ice cream.

Floors should be constantly checked for any greasy or spilled substance. A chair should be immediately placed over any spilled liquid before calling the bus-boy. All papers, candy, nuts, tinfoil, rubber bands and other debris should be removed at once from the floor.

Wooden sandwich boards should be scrutinized carefully for splinters and rubbed down periodically.

Containers for all sandwich fillers, butter jars and all crockery should be frequently examined for chipping, and discarded if found imperfect.

Provide sufficient lighting in order to detect any foreign material in food.

Provide proper storage for foodstuffs to prevent exposure to foreign substance.

Employees should not be permitted to wear finger stalls or bandages while working around food. Transfer such employees to some other duty until hands are healed.

Dispose of all foods in the least rancid or with an "off odor". The slightest taint may prove serious.

Caution all employees to forego any undue haste.

Deal only with recognized and reputable sources of food and fountain supplies. They stand behind their warrantee and guarantee.

they mean loss...

OF TIME—
OF MONEY—
OF PROFITS—



MODERNIZING

... FOR PROFITS





Photo Courtesy Pittsburgh Plate Glass Co.

We are in an era that will be marked in marketing history for the advancements produced in the sales techniques of retailing. Merchandising methods are used that appreciably increase retailing efficiency—and make the competition for the public's dollars that much tougher. Consequently, retailers everywhere are recognizing that they must resort to more modern selling methods.

Modern merchandising is not limited to customer-clerk relationships. It covers every phase of store operation that affects selling. The store must be as modern as the merchandising practices employed. Otherwise, the full sales-increasing possibilities of these merchandising practices can never be utilized. Modern merchandising begins with a modern store!

In beginning your program of modernization a large initial outlay of money is not necessary. If you can't afford to go "all out," doing a little at a time will help in achieving your ultimate goal.

The Chinese have an old saying, "The journey of a thousand miles is begun with a single step!" Take that step now and begin dressing up your store.

First, take a look at the outside. Is it modern-attractive? Does it stop potential customers? Are the window displays inviting and eye-appealing? Ask yourself these questions. If the answers are negative you know exactly where to begin your improvements.

Inside, your first step could be a thorough clean-up, paint and polish job. That will require only a little of your time some elbow grease and a measure of determination. But you will be amply repaid. A clean, sparkling soda fountain or Ice Cream cabinet, a well arranged store interior will add immeasurably to the attractiveness and inviting appearance of your store.

People naturally patronize a store that is clean, spacious, modern, well arranged and fully equipped. They will walk farther, make a special effort to buy in a store that offers these advantages. And their appreciation will be your assurance of a steady business founded on that most stable basis of all—customer satisfaction.

A regular clientele that has been built through your efforts to provide modern service in a modern store will also be a source of gratifying and profitable advertising. Customers who are pleased with the appearance of your store will invariably tell friends. These friends in turn will tell others and the final cumulative result will be an effective gratuitous advertising campaign and a rapidly increasing business.

A program of modernization will not only add profits and prestige to your store but will assist materially in raising the standards in your neighborhood. It will be a tangible sign of leadership on your part and one of the best forms of advertising that you can undertake.



Photo Courtesy Libby-Owens Ford Glass Company

YOUR STORE FRONT...

A STAGE SETTING

Everyone who sells Ice Cream, whether it is a drug store, restaurant, confectionary, etc., must give a great deal of attention to the exterior appearance of his store. The public largely selects its eating and drinking places on the strength of appearance, the assumption being that an attractive modern store offers service, food and drink that is comparable in quality to the impression the store makes.

Think back for just a minute—were not the eating places you chose the last time you were in a strange town selected on the strength of their appearances? Certainly they were, and this is a psychological reaction which also has a strong bearing on your business. Therefore, your store-front is a key factor in your modernization plans.

The accompanying illustrations show the finest in contemporary store-front designing. Designing that is functionally planned to make the store an effective "Ma-

chine for Selling," as it takes into consideration integration of every physical part of the store. As a vital part of this "machine," the store-front has indispensable and specific functions to perform in your selling plans.

FIRST. Your store-front must serve as an advertising medium—to tell your sales message quickly and easily. Its design and color must catch the public's eye and then stop them.

SECOND. The front of your store must clearly tell the type and character of your store. People want to know the variety of refreshments, food, and other lines you have for sale.

THIRD. Your store-front must bring people in to buy. It is the stage setting for the interior of your store and the merchandise displayed in the windows. It must assure prospective shoppers that yours is a pleasant place in which to eat and drink.

FOURTH. Location and size disadvantages can also be minimized by the right store-front. It must be designed with the extra pulling power necessary to draw people to your location. Size limitations can be overcome by using a full-open front to make the store seem wider and giving additional window display space.

A single formula cannot be evolved which will fulfill the requirements of all Ice Cream retailers. Types of operation, location and local conditions are additional factors that must be analyzed in order to develop the most effective store-front design for each particular job.

The type of store or restaurant will definitely influence the style of design which is used. Full harmony must exist between the design and the class of service. An operation that attracts a wealthy clientele must reflect dignity or sophistication through its design. It is evident that the design requirements of such a place are entirely different from one serving a volume trade.

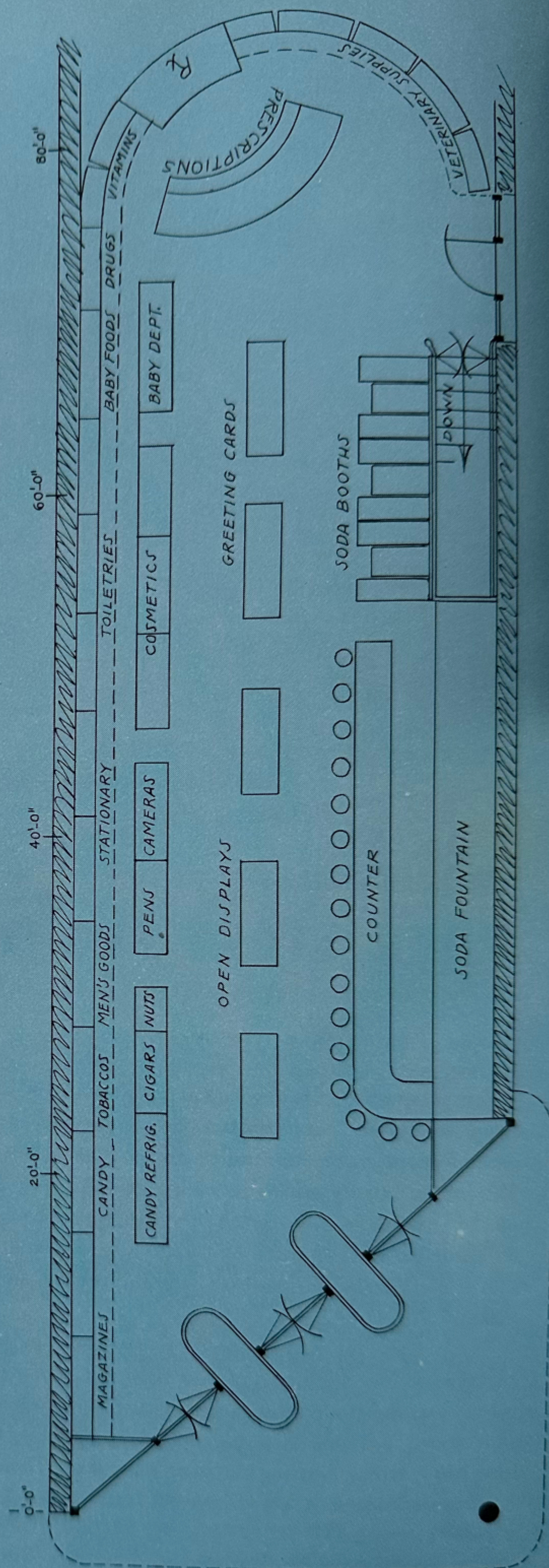
This latter type will not have to meet the conditions common to those that depend on transient trade or are in convenient locations. The opposite extreme is encountered in the designing of store-fronts for specialty operations, such as "hamburger huts."

Location influences design in two additional ways. First of all, the architectural treatment must usually be in keeping with the surroundings or it will appear incongruous. A semi-residential location places the greatest emphasis on this and proper designing has often overcome much of the resistance of surrounding property owners.

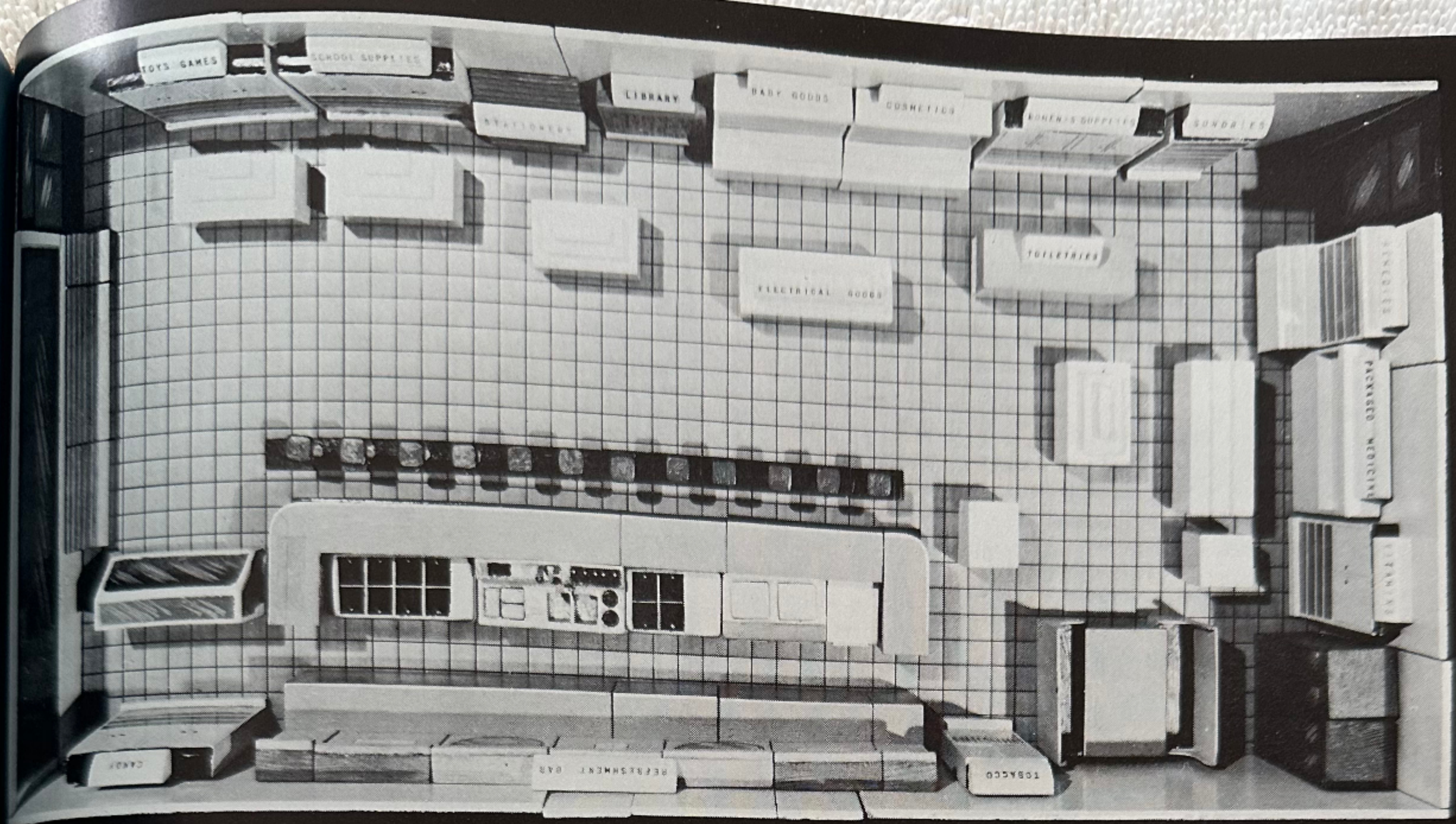
The other phase of location consideration involves traffic flow, position in the block, adjacent stores, and competition. These factors influence such mechanics of design as door size and position, location and size of the show windows, identification signs, use of color, and style.

Regardless of everything else that you do in your modernization, put the emphasis on your soda fountain. Make it the focal point of interest in your entire store. People are always attracted by activity which gives your fountain the effect of an animated display. Therefore, make it visible to the passing public by means of a full-open front that will put the entire store interior on display. Your eye-catching fountain can then give pedestrians that "thirsty-hungry feeling."

A modern store is the starting point for the utilization of the improved merchandising methods that you will need to meet competition. And the most important part of your store is its front, so give it the attention which that importance demands. Through careful planning and the assistance of store-front specialists it can become a sales-builder that will pay big returns.



An Effective store layout with the Soda Fountain focalized.



STORE LAYOUT

Efficient store layout is the result of careful, thoughtful planning, coupled with the realization that the location of the various departments in the store has a very decided effect on sales. Whether that effect will be beneficial or not depends upon the foresight and the knowledge which the store owner uses in planning his store layout.

For example, surveys and statistics have definitely proved that the soda fountain is responsible for drawing large numbers of people into a store. The wise store owner will, accordingly, give his soda fountain a prominent position in the store where it will be easily seen and readily accessible to passing customers.

Sufficient aisle space should be provided for easy and unhindered movement of customer traffic. Flexibility is a leading consideration in store planning. You will want to be able to make adjustments in your store as conditions change.

It has become well established that the good store is capable of selling far more Ice Cream than the owner has ever felt possible. This result is accomplished however, only by giving Ice Cream the play in the store it deserves.

Generally it is possible to obtain increased sales capacity in an attractive fashion within the space avail-

able—and usually without encroaching at all on the floor space devoted to other merchandise. This requires planning, and such planning pays off to the greatest degree when done by someone who has had a broad and successful experience in this field.

Soda fountain manufacturers have store layout specialists available for consultation to help you with the problems of efficient layout. Or you can employ the services of a qualified store architect.

If you want to do the work yourself you'll need a few pieces of graph paper and a steel tape rule. By cutting little fixture shapes out of cardboard you can rearrange them on your graph paper in a way shown above that may reveal some very desirable improvements in arrangement.

By pushing these miniature fixtures around with a finger tip, you can easily solve floor plan and fixture problems.

While it is important to provide proper sales capacity, this alone is not sufficient. The arrangement must expose the public to the fountain service available, and in this way it will pay off on the "impulse" factor in sales. There is no item in the store that lends itself more readily or more profitably to creating an unpremeditated sale than Ice Cream invitingly available to regular or occasional customers.

A high percentage of such sales is unquestionably new or added business. Any such creative selling is worth attaining as usually the acceleration in sales volume is

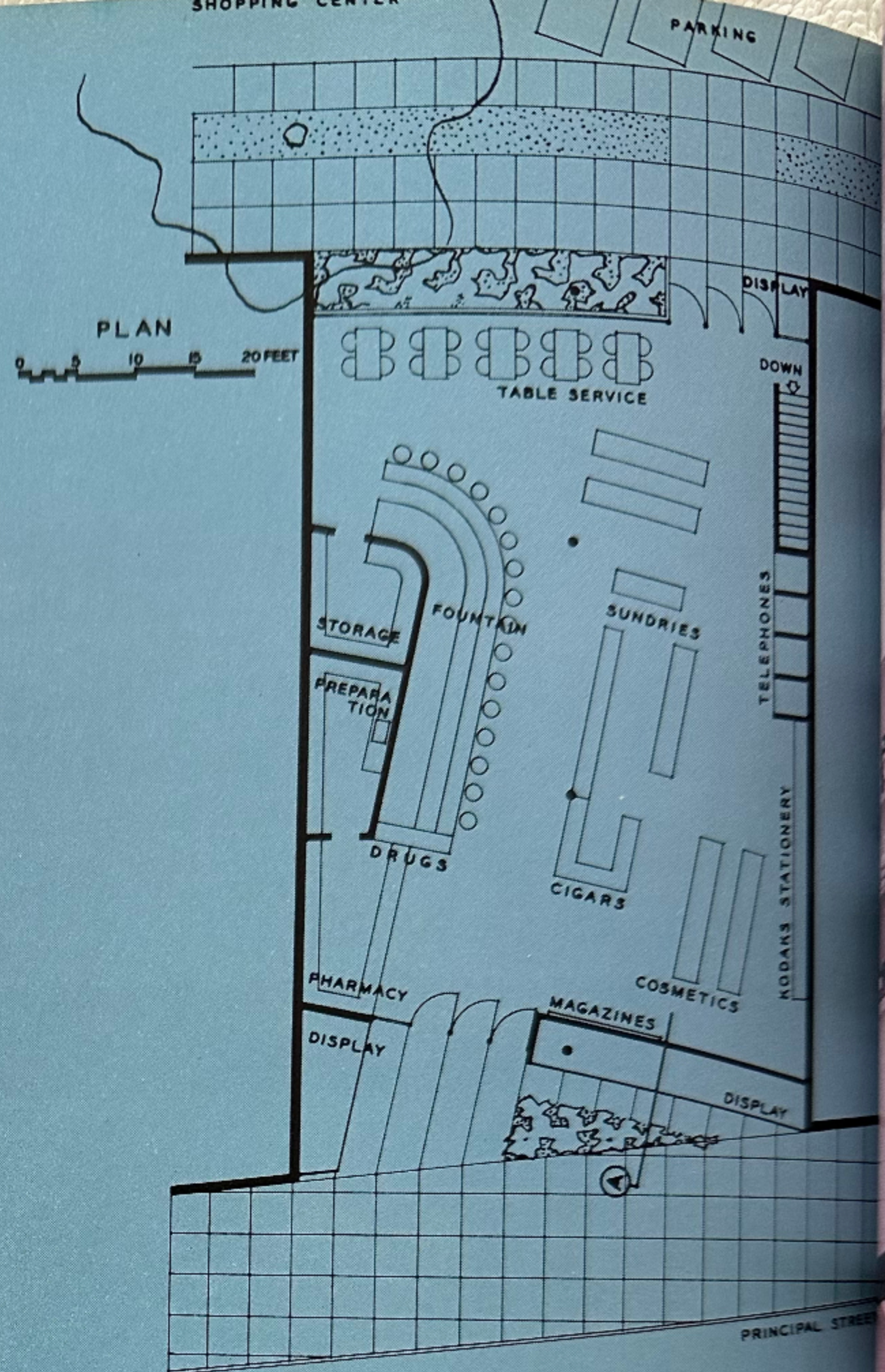
so much beyond the increase in over-head costs that a higher net profit is bound to result.

The reason an experienced equipment man should be called upon for ideas on remodelling is that each store is different in its shape, dimensions, scope of products sold, method of operation, and so forth, so there is no such thing as a "Standard Plan" that will yield the best results in different stores. An experienced and successful equipment man ascertains, first of all, how the particular store is operated, or how the owner desires to operate it. Establishing the soda fountain set-up on the best plan entails gaining knowledge concerning the entire operation, then locating and arranging the soda fountain equipment most advantageously from several standpoints such as accessibility, ease in operation, where attention will be focused on it, freedom from interference with sale of other items, permitting flow of customer traffic to best advantage, and inducing traffic where it will naturally be exposed to soda fountain appeal.

These are a few of the things an experienced equipment man takes care of, but there are many details peculiar to each individual store that should be considered in getting maximum results.

Caution is urged not to attempt to get the best results you can confidently expect, by hit and miss methods, or by make-shift changes, because it is the old story of "What is worth doing, is worth doing well".

Remember that emphasis on the soda fountain, perhaps by placing it near the store front, will be your best traffic builder. Emphasis on Ice Cream at the soda fountain will be your best profit builder in any store plan.



*Floor Plan Courtesy of Pittsburgh Plate Glass Co.
Soda Fountain Dominates Store*



Photo Courtesy Bastian-Blessing Co.



Photo Courtesy Potomac Electric Power Co., Washington, D. C.

INTERIOR LIGHTING

From the first impression your store front makes on a customer to the last change-making transaction, good lighting can do a selling job for you.

To get customers inside your store requires an attractive store front and equally impelling window displays. Your store must compete with all the color and movement of the street. It needs bright, cheerful lighting to call attention to displayed merchandise. Since fully 50% of all drug sales are impulse buying, merchandise, to move swiftly, must be clearly and strongly illuminated. Dark corners in the front display windows or merchandise which is hard to identify only robs you of potential sales.

Let's take a look at one window display that sells: Perhaps the most novel feature of this display window is that it isn't a window at all! It's the store front. No

partition at what would be the back of the window shuts off the interior of the store from the view of the street. Thus the entire store becomes a merchandise display seen from the street. The store lighting then serves as window lighting. This arrangement would be highly satisfactory for a drug store and soda fountain which uses so much suggestion selling.

For quick seeing, the merchandise is arranged on a three-step or three-level counter. Overhead, six ceiling spots furnish downlighting, to give the window the high levels of illumination necessary to compete with the color and lights on the street. These "spots" are recessed in the ceiling to keep them from being eye-catching and glaring.

At the entrance, a large circular hanging fixture adds supplementary lighting. Since store entrances are busy

places, good lighting here has the additional value of a safety factor.

On one side of the circular hanging fixture, hidden, directional spotlights would illuminate the revolving doors or entrance. On the other side, a "spot" would highlight a special display for quick-moving merchandise opposite the entrance. An identical window arrangement could be used, with of course, the change of merchandise.

General store-lighting would be fluorescent fixtures mounted for decorative effect in coffered laminated ceiling panels. Over a soda fountain, these fixtures would be ideal, serving both decorative and illuminative purposes.

In the center section, five fluorescent ceiling fixtures are used for general illumination and particularly to serve the lighting needs of the five island display cases. The pear shaped case allows the complete display of three shelves of merchandise. Serving to downlight these shelves generously, the ceiling fixtures use four fluorescent lamps screened by baffles.

Inside the drug store, the principal attraction is the soda fountain. Selling by suggestion . . . printed, word of mouth, and atmospheric . . . can do a good job here. And here is where the full resources of correct lighting *can* do the selling job for you.

Take atmosphere for instance. Everyone enjoys eating most when he can see what he's eating, and how it is prepared; when he sees the place is sparkling with cleanliness and that it is kept neat and attractive. With enough good lighting on the backbar, any dust and dirt will show up quickly, the attendants are spurred to keeping the fountain truly clean. Good lighting also helps soda dispensers to work quickly and efficiently with a minimum of breakage. Perhaps an occasional lamp may be needed under counters so that inspection check-ups can be accurate.

At the backbar, signs, displays and Ice Cream suggestions must be clearly but comfortably illuminated to be effective. Some soda fountains have used recessed fluorescent lamps to great success. A fountain illuminated thus does not become distracting to customers who must sit facing it, yet at the same time the large area, low brightness of fluorescent provides adequate, comfortable illumination.

Another advantage of such lighting inherent with fluorescent is its cool quality. This is particularly desirable around Ice Cream and milk where temperature is so important.

Raising the amount of lighting at the soda fountain need *not* mean increased brightness nor glare. Plenty of good lighting is necessary to dispel harsh, ugly shadows that give some soda fountains an atmosphere of dinginess and gloom. With good illumination, signs and merchandise show up in a clearly legible manner. Your advertising becomes effective.



Long lines of light recessed into the ceiling give this store a clearly lighted, inviting interior. Cleanliness is emphasized, store atmosphere is pleasant and the work of store personnel is speeded with such attractive modern lighting. *Photo Courtesy Bastian-Blessing Co.*



This food store, like a drug store, is dependent upon thoughtful planning and clear illumination for successful operation. These lighting designs help the shopper find what she wants with ease, to read labels and to identify colors and packages. Light, used in such a manner, becomes a powerful sales force that helps create extra sales.

Let's take a look at the plans of an architect who appreciates the vital part good lighting plays in a store.

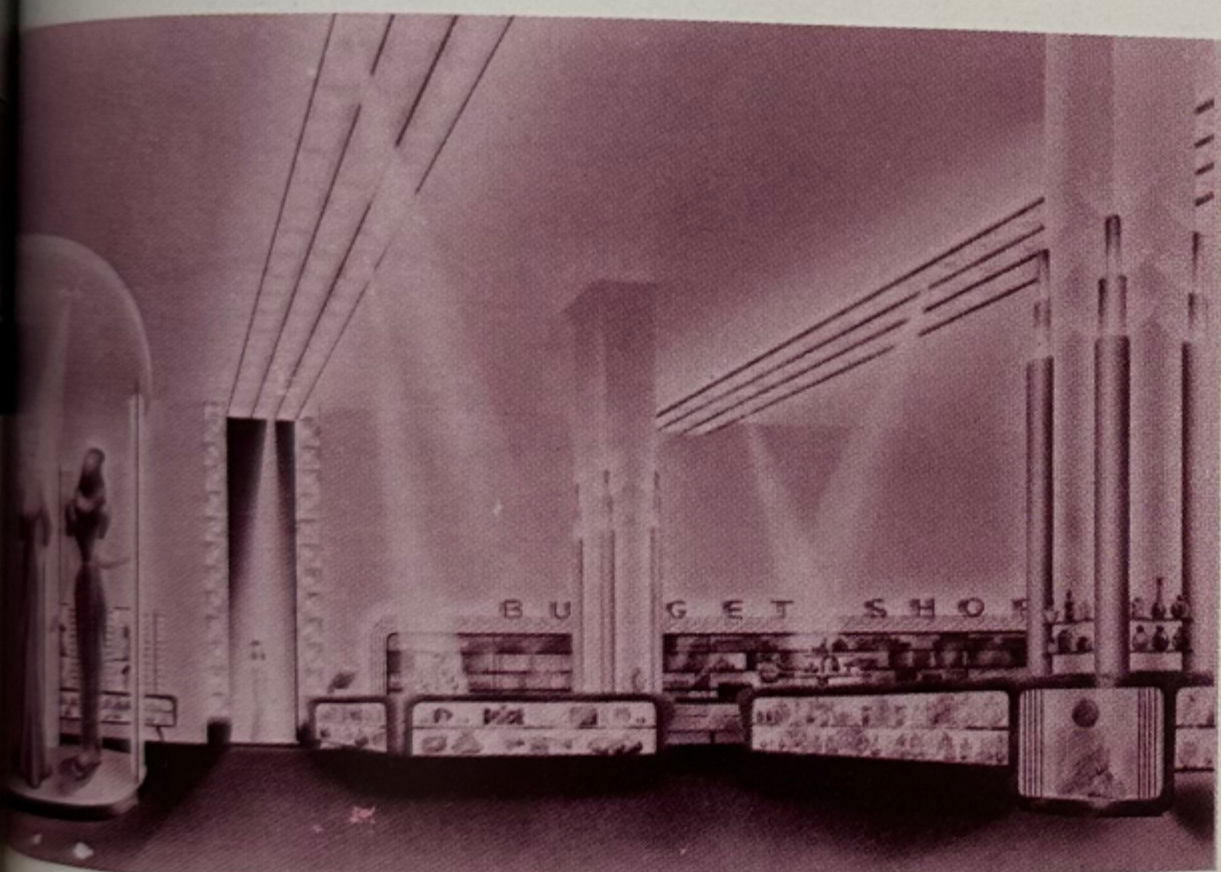
The architect designed lighting for a medium-sized department store to give it all the flair and force of a much larger store. With a little imagination, his ideas can be adapted to serve in the same manner the needs of a drug store and soda fountain.

Visualizing light as a building material, he uses it to make two artificial skylights, providing general illumination for the medium sized store. For stores which do not have enough natural light sources such as windows, an artificial skylight would be the perfect answer, both for decoration and illumination.

Light is used structurally again when the architect puts fluorescent lamps, shielded with plastic, on the columns of the room. Thus the column seems to shed light. For the drug store, an illuminated column such as this would serve as a focal point, to provide the surrounding displays with illumination and sales appeal. Such large, luminous ceiling areas and vertical light treatment on the columns seem to push back the walls and create spaciousness.

Specific lighting is provided by the application of local lighting for counters, wall cases and displays. Concealed spotlights in the artificial skylight also serve to highlight merchandise. These spotlights are adjustable to an angle of 30 degrees and are spaced at intervals which permit complete coverage of the room. No display arrangement or pattern of store traffic will then be without proper illumination.

At the rear of the department store, the architect uses light for effective display of hats. This unit is used on columns or walls and creates a cool, luminous background devoid of glare. What could be more suitable for the backbar of the soda fountain? The corrugated plastic or metal reflector diffuses the light from two fluorescent lamps which are screened from direct gaze by two plastic shields. This unit can be carried to any lengths to completely edge the backbar, or it could be broken into segments, becoming vertical lighting fixtures.



In this unusual store interior, the architect uses luminous ceiling areas to create spaciousness, "spotlights" to focus customer attention on featured items and silhouette backlighting to provide effective selling display. Although these lighting designs are pictured here for a department store, they could be applied directly to a drug store or soda fountain for more effective merchandise display.—*Photograph courtesy General Electric Co.*

Using light structurally as a building material and also to highlight merchandise for direct sales appeal creates, as the architect says, "a mood of expansiveness in the customer and at the same time, concentrates his attention on particulars of merchandise". This is exactly the effect a soda fountain needs in producing an agreeable, inviting atmosphere.

Atmosphere at a soda fountain is an intangible thing but with it sales climb upwards steadily. Without it, or with a depressing, repelling atmosphere, customers drop away, find some place else more pleasant to spend their money. Ice Cream merchandising which depends upon such a fickle thing as appetite, needs to make store atmosphere its ally and not its foe. Soft, comfortable

but complete illumination is one of the surest and longest lasting ways to create a pleasant, inviting atmosphere at the soda fountain.

The phantom of poor lighting still frequents far too many soda fountains. Any installations more than five years old no longer can compete with the new tools and techniques of modern lighting. Yet light can be a competent silent servant of salesmanship that a store could use.

Light is like heat in a way. It's very comfortable to have around and would be decidedly inconvenient and annoying if it should suddenly cease. But unlike heating, lighting can do much more than merely render such passive service. From applications of lighting which can help invite customers into the store, to lighting which highlights specific merchandise for immediate attention, light *sells* for you.

"Highlighting" or "spotlighting" is a very important phase of lighting in drug or similar stores where it is necessary to push *many* items of merchandise at once. For them, spotlighting becomes the emphasizing note in the display.

Co-related to the selling job "spot" lighting can do for specific merchandise is the selling job color lighting can do. Almost every store has made a few attempts to use colored light for atmosphere and compelling displays. New color effects, now and in the future, will use colors from delicate tints to deep, exciting hues. There are almost endless possibilities for the use of colored lighting in display and decoration. Color does help create mood and atmosphere. And about the only limits are the limits of practical imagination. Perhaps in the table and booth section such lighting would be the most desirable.

In any event, modern lighting can be used to help direct customer traffic. Even back to the most remote sales areas of the store, lighting can lead customers to your merchandise. Certain it is that dark, shadowy rear areas do *not* invite customers. But with cheerful, generous illumination, merchandise on rear shelves can be easily spotted. The more customers can see, the more they will be exposed to buying.

The methods by which this can be worked out are various. Concealed "spots" over each shelf, recessed fluorescent lamps, or perhaps just long lines of light on the ceiling might do the job. But correct lighting in your store from the rear areas to the store front will help make every square foot of store space really valuable.

Planned lighting becomes a genuine aid in creating more sales. Store men and Ice Cream merchandisers can utilize one of the most versatile and powerful of all sales helps the moment they realize the potentialities of modern lighting.

COLOR

ONE OF THE MOST IMPORTANT,
THOUGH LEAST EXPENSIVE PARTS
OF MODERNIZATION

One of the most important, though least expensive, parts of modernization is color. More can be accomplished, per dollar spent, with paint and the judicious use of color than with any other single modernizing element.

Everything seen by the human eye is colored. In the home, in schools, in factories, offices, stores, color environment is an ever present and most important factor in molding emotional, and thus mental and physical, reaction to a desired end.

The power of color to influence human moods is recognized, yet until very recently most authority in its use has been left to artists and aesthetes. Color, however, is by no means a matter that concerns beauty alone. Today color is being engineered. Its use is being planned and directed to do an effective job in improving the health, morale, working efficiency and security of the individual.

The proper use of color offers a host of benefits. In a retail store, for instance, the successful engineering of color almost immediately brings about these advantages:

- Increased employee efficiency.
- Lower accident hazards and sick-leave absences.
- Greater visibility and identification of departments and merchandise and, therefore, increased influence toward impulse buying.
- With improved working conditions and a generally more attractive store, management does a

better public relations job and achieves a greater respect, not only within the organization and among its customers but in the community itself.

In color-styling your store there are two equally important objectives to be reached, each requiring a different approach.

In the working part of the store the objective is to achieve the ideal working condition for the employee both for his health's sake and for his increased efficiency. This means an environment of brightness without glare, minus extreme contrast in light and dark and with no deep shadows.

To accomplish this end the following features should be noted:

- The ceiling, out of range of vision, may be white or a very light tint to assure an ample flood of light from above.
- Upper walls may also be white or tinted to make the most of existing light sources.
- Lower walls and columns should be darker in tone to avoid glare and visual distraction.
- Floors should be as light as is practical in line with efficient maintenance.
- Equipment and working stations may be furnished with positive identification by the use of suitable contrasting tones.
- Never use pure colors.

In contrast to these principles the other side of color-syning has as its objective merchandise display and customer attention.

It is perhaps not possible to arrive at ideal specifications for the use of color in merchandising but the following data come from the findings of experts. Their use may lead to an intelligent answer to any specific problem.

The primary point to consider in decorating a store is clear visibility without eye strain. The second point is color mood—that is the use of the proper color with which to create the urge to buy. Color itself will vary according to circumstances but the use of color is standard. For instance a store in the south will create the best impression by having as its key color a cool color such as blue green, while a store in the colder north would be better off with a warm color key such as yellow or orange. However, in either case the following rules for contrast would apply:

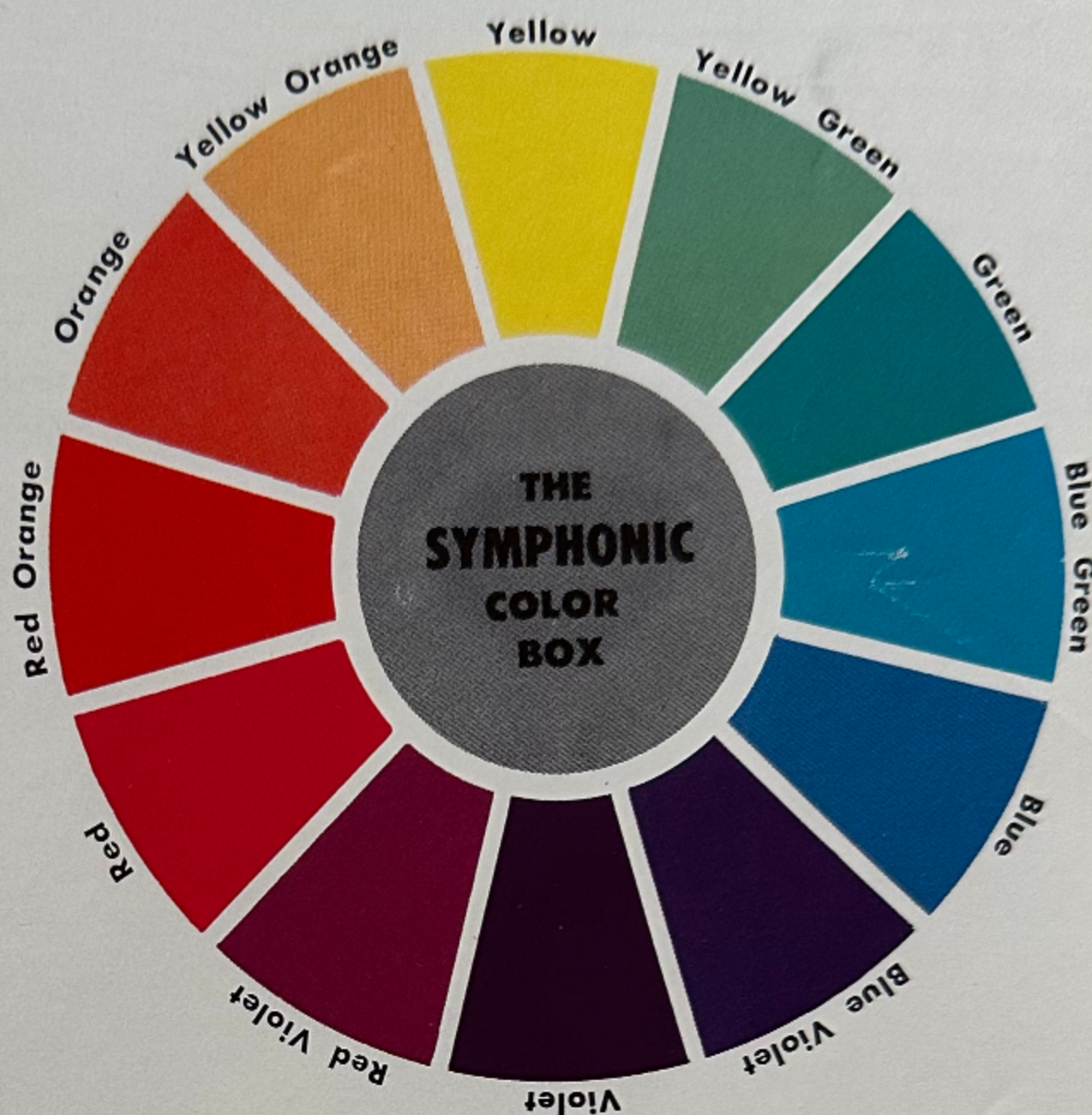
- Brightness against darkness.
- Warmth against coolness.
- Strong color against grayed color.
- Detail and texture against filminess.

Store decoration should be approached functionally and not from the viewpoint of the decorators or the store owners aesthetic feelings. In this functional use of color there are certain principles that have been proved by widely varied applications. The most livable colors for instance are known to be a soft blue green or a luminous red orange or peach color. These two hues are subtle forms of the elementary red and blue and they express the warm and the cool regions of the spectrum. They have different tints when seen under artificial or natural light, thus avoiding monotony. Without being obtrusive they satisfy most tastes, representing in turn the soft quietude of nature and the cosy glow of the fireplace.

Blue-green or red-orange are not colors that most people will choose as favorites. They are averages, hues that sidestep individual prejudices and preferences by striking harmonious chords, not vibrant notes. These colors don't sell themselves, but lend themselves to the purpose of creating moods that lead to the urge to buy.

A Soda Fountain for instance has the problem of selling food. Then why not stimulate appetites with appetite colors? The colors most suggestive to the appetite are the peach or warm red-orange mentioned above and pale yellow, light green, tan and reddish brown.

One restaurant owner found that displaying food against a warm orange back wall inspired higher sales.



Another increased salad volume by 25% by using light green salad plates. A wholesaler discovered that white eggs moved much faster when displayed in cartons lined with a soft blue-green but brown eggs sold best in white lined cartons.

Color for mood—contrast for attraction—properly controlled and reflected illumination for visibility—the three together make an irresistible force to induce the proper reaction—to buy.

Color is not only a thing of beauty in itself but is a potent factor in influencing human mood and reaction. In your store modernization program be certain that your color treatment is engineered as carefully as your store front, your interior layout or any other feature of your program. It will pay dividends.



FLOOR COVERINGS

Until a comparatively recent time, the floor of a store received scant attention from a merchandising viewpoint. It was something to be walked on and kept clean if possible. Modern design includes the floor covering as part of the all over decorative store pattern and it therefore assumes importance in any modernization program.

The floor covering has to be chosen after consideration of several aspects. Its initial cost, durability, cost of maintenance, and desirability, both decoratively and for its primary purpose—to be walked on—must be considered.

There are several types of floor coverings which are available in an almost endless combination of color and design. Some of the most often chosen by decorators are linoleum, asphalt or composition tile and rubber floorings. Porcelain tile is sometimes used, but the initial cost is high—and although perhaps the most durable, it lacks the features of resiliency and quietness, which recommend the other coverings. Composition tile, rubber floor coverings, and linoleum are much speedier to

install also—hence a factor particularly important in modernization, where it is desired to continue business while renovation is taking place, or with as little loss of operating time as possible.

In the modernization plan, the floor covering is keyed to the theme of the store both in color and design, and helps to carry out the invitation of the dressed up store front. The floor covering manufacturers have developed a variety of patterns to create a particular effect, which individualizes the store, or carries out its general theme.

Design is sometimes used in a functional manner—to direct attention to departments, services, etc.

For example, the floor covering immediately surrounding the escalator of a department store, has a continuing strip directing traffic to the next ascending stairway—with the number of the particular floor incorporated at the top of each stairway. Thus information is given, traffic kept flowing and at the same time a pattern is followed which is in line with principles of good design.

Perhaps nothing so elaborate might be necessary or desirable for your store, but a modification of this princi-

ple indicates how cleverly this idea has been incorporated into this store's modernization plans.

DURABILITY

Properly installed these modern floor coverings are durable as well as decorative. (See the clever pattern from Nairn, Inc., below) In the better grades of linoleum the color goes through to the back, thus wear does not affect the appearance of the design. The surface is processed for hard use, and is smooth and nearly impervious to moisture.

MAINTENANCE

The care of linoleum, rubber floorings, and composition tiles is very simple; daily sweeping and in stormy weather, the use of a damp mop to wipe up tracked in dirt and water with periodic washing and waxing will keep the surface clean in spite of heavy traffic.

Why do customers return again and again to a certain restaurant, soda fountain, coffee shop, or tea room? As often as not, it's because they like the place as well as the food served there. They like its inviting appearance. They like its quiet, efficient service. They like its general air of cleanliness and good taste. And often you'll find that the eating place which has these advantages also has a floor of linoleum, composition tile, or rubber flooring.

Noise and clatter are as objectionable in a public eating place as in a private home. Here is another important advantage of modern floor coverings: they are quiet. Furthermore, since the types of floor coverings

mentioned are resilient they are less tiring to walk on. Thus, they not only help to provide a restful atmosphere for customers, but they also promote better service from employees who must be on their feet for hours at a time.

Utility combined with attractiveness provides pleasant surroundings for customers, and better working conditions for your staff.

Before deciding on the particular type floor covering you will install, consult your decorator or the dealer in floor coverings.

With certain types of linoleum it is necessary to cement a layer of lining felt to wood underfloors before pasting the linoleum down. This prevents the seasonal expansion and contraction of the floor boards from cracking or splitting the linoleum. Other types of linoleum having a special felt backing may be cemented directly to the subfloor without a layer of lining felt.

Your dealer can quickly tell you which method—felt layer or direct installation—is recommended for the type of linoleum to be laid in your establishment. Linoleum can be installed also on suspended concrete, metal, or stone underfloors, but never over, on or below grade floors which are in direct contact with the ground.

Some composition tiles can be installed at or below grade on sound concrete floors, without danger of loosening from the sub floor. Defective concrete floors will not prove a satisfactory base.

"Investigate before you invest"—and while you are choosing a floor covering for cost, durability and ease of maintenance, don't overlook its decorative value, and its part in creating the picture of store cleanliness you want customers to see.

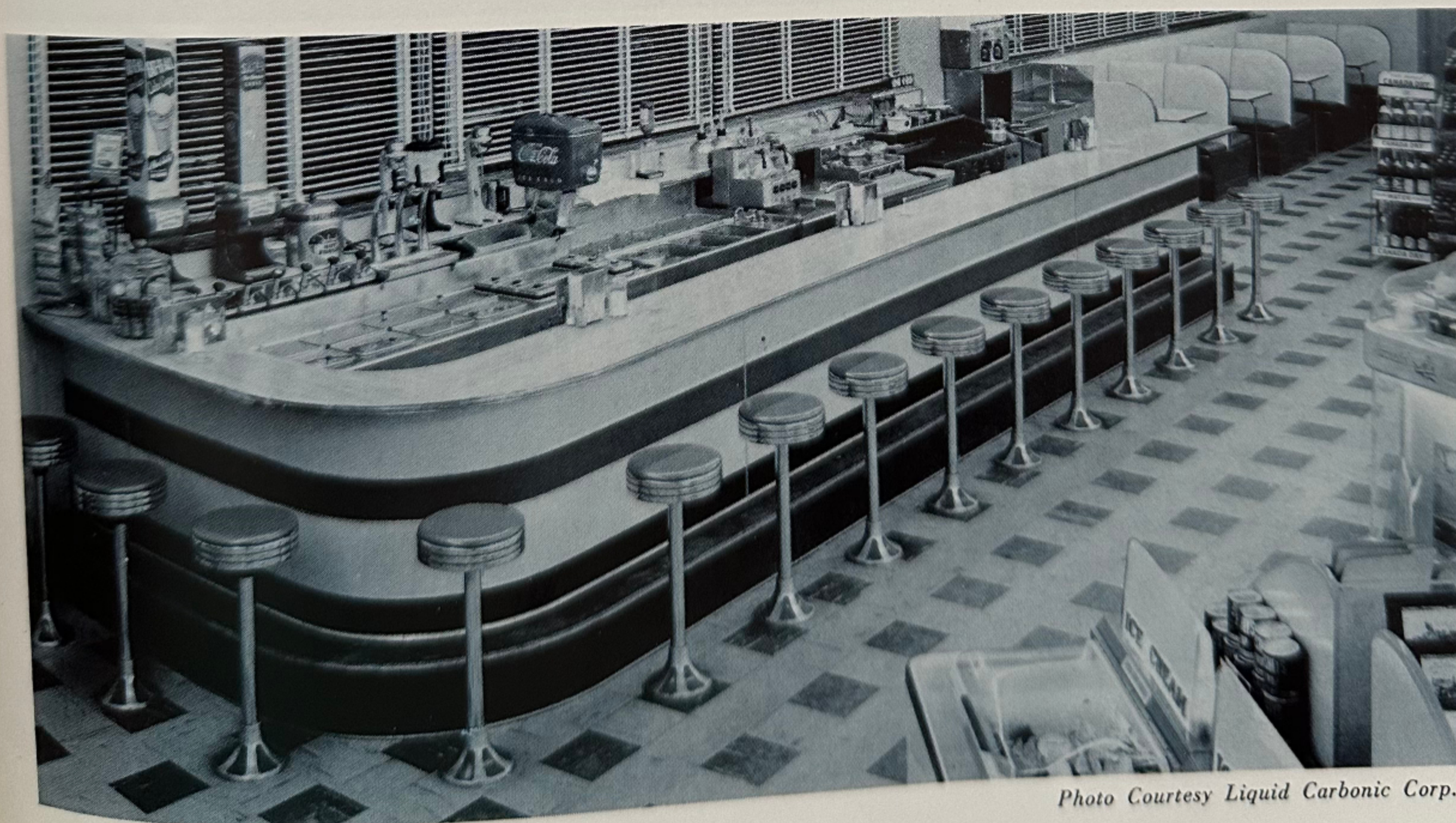
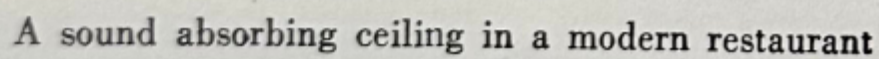


Photo Courtesy Liquid Carbonic Corp.



THE CEILING...

Many owners of food and fountain operations report boosted receipts and more repeat patronage after installation of sound-absorbing ceilings. In the past, these owners say, the din of clattering dishes, rattling silver and loud conversation drove patrons away; and receipts were cut because an environment filled with annoying distractions dulled appetites. Now quiet, relaxing surroundings are causing more patrons to come back more often and eat and drink more freely.

340



One of the new types of sound absorbing ceilings installed in a modern store.

Photo courtesy Celotex Corp.

ucts are manufactured in the form of tile in sizes of 12" x 12" or 12" x 24" in thickness ranging from 1/2" to 1". Surfaces have a high light-reflecting white finish. Frequently the material, in perforated fissured patterns, adds striking beauty to an interior, while performing its function of sound-conditioning.

One of the newest developments in the field is a random pattern tile offered by distributors of Acousti-Celotex sound-conditioning products. This tile features "scatter" perforations of varied sizes that minimize joint lines and blend into an over-all ceiling pattern of unusual distinction. Made from Celotex cane fibreboard, the random pattern tile also provides effective ceiling insulation. It can be washed and painted repeatedly without impairing sound-absorptive capacity.

Another new product has a decorative random-fissured

surface that bears a remarkable resemblance to the texture of travertine marble. It, too, may be washed or painted.

The installation of a sound-absorbing ceiling is a relatively simple job. Application of the tile—by adhesives, nails or clips—is rapid, causing little or no interruption in routine business operations.

Distributors of sound-conditioning products will make an acoustical analysis of an interior on request, without obligation. Such an analysis may prove valuable to you in the improvement of customer comfort in the store.

Take advantage of the many modern materials and services available to develop a program of modernization for your store which will bring in customers and bring them back.

THESE CHANGING TIMES

One of the most startling though little noted merchandising changes which has taken place during the first half of the 20th Century has to do with that American institution,—the Soda Fountain. While still going strong as a refreshment center and, as such, retaining all of its appeal to old and young, the Soda Fountain has become a sort of "One Stop Station", where both hunger and thirst may be satisfied.

It is estimated that some twenty-five per cent of all meals eaten away from home are now served at Soda Fountains. The Draft Arm, which has been the Hallmark of the Soda Fountain for more than one hundred years, has taken on a new meaning and now also attracts those who appreciate clean, fast food service at moderate prices and in an informal atmosphere.

Ice Cream, long recognized as one of the Basic 7 foods, has not suffered because of this metamorphosis. On the contrary, the constantly increasing patronage of Soda Fountains resulting from the popularity of their food service, has broadened the market for Ice Cream by exposing more appetites to its allure.

One of the principal reasons for this change in the status of Soda Fountains is that soda fountain manufacturers have produced equipment designed to facilitate the kind of service the public enjoys. Thousands of far-sighted fountain operators recognized the trend and encouraged it by modernizing their stores to provide the best possible facilities for clean, fast food service. Such operators have profited out of all proportion to their investments in equipment.

Experience has shown that Soda Fountain Lucheonettes which have been carefully planned with respect to the type and arrangement of service units have made outstanding successes. This is understandable as careful planning

Saves Steps

Speeds Up Service

Increases Turnover at Stools and Tables

Reduces Overhead

Builds Patronage and Profits

And the need for careful planning exists whether the operation be large or small.

Requirements must be determined in accordance with the location, size and shape of room, type of service to be offered, potentialities of the business and such other

Your soda fountain should be planned to meet the changing needs of the business.

factors as present themselves. Almost every operation has its own particular problems and there should be an on the spot analysis by men qualified to evaluate them.

Soda Fountain Manufacturers, through their Sales Engineers and Distributors, will welcome an opportunity to consult with you. They have a vital interest in promoting the continued growth of retail operations and offer the services of experienced men to help you plan for success.

Not the least of the qualifications of these layout engineers is their familiarity with Sanitation requirements as they apply to the construction and installation of Soda Fountains and Food Service Equipment. These requirements are embodied in official specifications which have been prepared by the National Sanitation Foundation's "Joint Committee on Food Service Equipment Standards", for use by the NSF Testing Laboratory. The Specifications are meeting with almost universal acceptance by State, County and Municipal Health Departments throughout the United States.

Prospective purchasers of Soda Fountains and Lucheonette Equipment should inform themselves as to these requirements before committing themselves too far. Equipment built and installed in accordance with these specifications will not only pass inspection, but will, also, facilitate sanitation, while easing the operator's job of keeping the equipment clean and sweet.

ALLOW FOR GROWTH

May we suggest, also, that where a new opening is involved, you should look beyond today's needs and plan for future development of the business. This can be done by selecting basic all-purpose service units, to which other units can be added as your food service expands.

You can ease "growing pains" by careful initial planning, making sure that your equipment fills your needs, yet has flexibility.

The Soda Fountain is your "factory" and the type and arrangement of your equipment is your "production line".

The members of the Soda Fountain Manufacturers Association stand ready to give skilled assistance to prospective purchasers who want to make the most of their opportunities.



Photo Courtesy Bastian-Blessing Co.



Photo Courtesy Liquid Carbonic Corp.



TABLES BOOTHS CHAIRS

The tables, booths and chairs in this store give visible evidence that the owner is aware of the necessity for complete cleanliness and sanitation. Table tops and counter are clean and sparkling—an open invitation to customers to sit down and enjoy their food in sanitary surroundings. Keep your table tops and counter looking as inviting as these by washing them regularly with soap and clean, warm water. Wipe off counter top slab and table tops with a clean damp cloth between every service. Remove all chewing gum and other deposits from the undersides of table tops and chair seats.



COUNTERS

Your customers will get more enjoyment and satisfaction from the Ice Cream combinations and other foods you serve if your counter is kept as clean as the one shown in the picture. Wash your counter with mild soap and clean warm water. If counter top slab is wood or composition protect the surface with a good coat of wax. *Never* use any grit or abrasive cleaning powder to clean counter. Keep the joints filled with seam filler to prevent moisture from seeping into the counter. Always clean the counter top slab immediately after a customer leaves.





SHOWCASES

Your showcases provide a setting for the merchandise you sell. They are exactly what the name suggests—cases to “show” your merchandise to customers. In order to do this satisfactorily they must be kept clean. Customers must be able to see what you have to show. Dirty glass in a showcase not only prevents customers from seeing your merchandise but detracts from its appearance. Wash the glass frequently with soap and clean, warm water. Clean the inside of the showcase regularly. Arrange all display merchandise neatly.

SUGAR AND DRINKING STRAW CONTAINERS

Keep all sugar containers and sanitary individually wrapped drinking straws covered to protect them from flies and dirt. All food displayed on counters, backbar, etc., such as rolls, pies, donuts, buns, and candies must be kept covered unless they are individually wrapped. Clean all containers regularly. Don't let them become sticky or dirty.



STORE MODERNIZATION CHECK CHART . . .

Item observed	Check (x) item to be treated	Check (x) treatment needed										Other	Cost estimate
		Alter	Paint	Repair	Replace	Refinish	Rearrange	Remove	Clean	None			
Exterior													
Face of Building	Appearance Condition												
Signs	Appearance Condition Position Size												
Display Windows	Appearance Condition												
Lighting	Appearance Style												
Valances	Appearance Condition												
Entrance Screen doors	Appearance Condition												
Entrance Doors	Appearance Condition Location Size												
Sidewalk	Condition												
Rear Yard, Space	Appearance Condition												
Interior													
Floors	Appearance Condition												
Walls and Ceilings	Appearance Condition												
Electric Wiring	Appearance Condition												
Plumbing	Appearance Condition												
Toilet Rooms and Lockers	Appearance Condition Sufficient facilities												
Lights and Lighting Fixtures	Appearance Condition												

store modernization check chart (continued)

Item observed	Check (x) item to be treated	Check (x) treatment needed										Other	Cost estimate
		Alter	Paint	Repair	Replace	Refinish	Rearrange	Remove	Clean	None			
Shelves and Wall Cases	Appearance Condition												
Fountain Counters and tops	Appearance Condition												
Fountain Back-bars	Appearance Condition												
Fountain Interior	Appearance Condition												
Extra Cabinets	Appearance Condition												
Food Storage Room	Appearance Condition												
Refrigeration	Condition												
Luncheonette Equipment	Appearance Condition												
Booths, Tables and Chairs	Appearance Condition												
Departmental Signs	Appearance Condition												
Floor Cases	Appearance Condition												
Ventilating Equipment	Appearance Condition												
Heating Equipment	Appearance Condition												
Cash Registers	Appearance Condition												
Trash and Garbage Receptacles	Appearance Condition												
Cellar Floor	Appearance Condition												
Fire Extinguishers	Appearance Condition												
Other Equipment	Appearance Condition												

There is a great need in all businesses for improved selling and merchandising. In the field of Ice Cream merchandising and selling this need has actuated the production of this book.

Experiences of a life-time of merchandising in all phases of the Ice Cream industry, have been drawn on and utilized extensively, in assembling materials and ideas deemed most practical and effective for Ice Cream sales and merchandising.

Use this book as a source book of knowledge, as an encyclopedia of information, and to consult as a reference for specific ideas. It will yield them all. Use the ideas, modified to your particular needs, to stimulate selling in all parts of your operation. It will not fail you. Reading and rereading will open new vistas in the entire field of Ice Cream presentation.

Along with this, we urge you to keep alert to industry-wide campaigns such as the Ice Cream Cherry Vanilla "Sell-a-Bration", June Dairy Month, the Ice Cream Festival, the Peach Ice Cream promotion, and the like. Such promotions stimulate consumers interest in the product Ice Cream which you have for sale, and can be favorably influential in increasing sales volume in the retail store. Take advantage too, of publicity created by your Ice Cream company for the brand you sell. Name preference accentuates purchases. Gain from it all advantages.

We acknowledge with appreciation the cooperation of associated industries and organizations in supplying photographs, technical materials, etc.

It is our hope that you will use this book as part of your every day equipment, and for the continued improvement of your business. May you find help and inspiration in its pages. Time, experience, and expense have been lavishly used to create "Let's Sell Ice Cream". Its value to you will be in proportion to the use you make of the material herein.

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